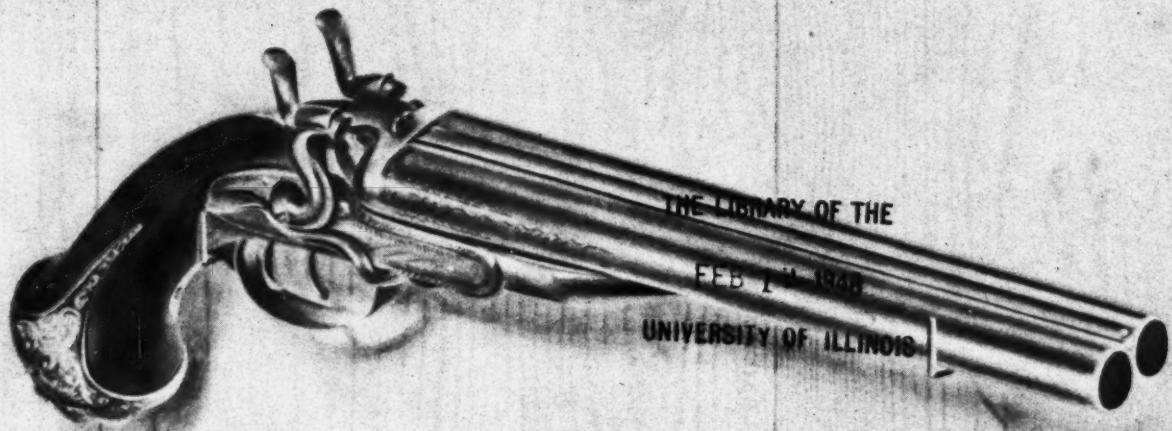


59.105

RE  
cg1

# *The REPORTER*

## of Direct Mail Advertising

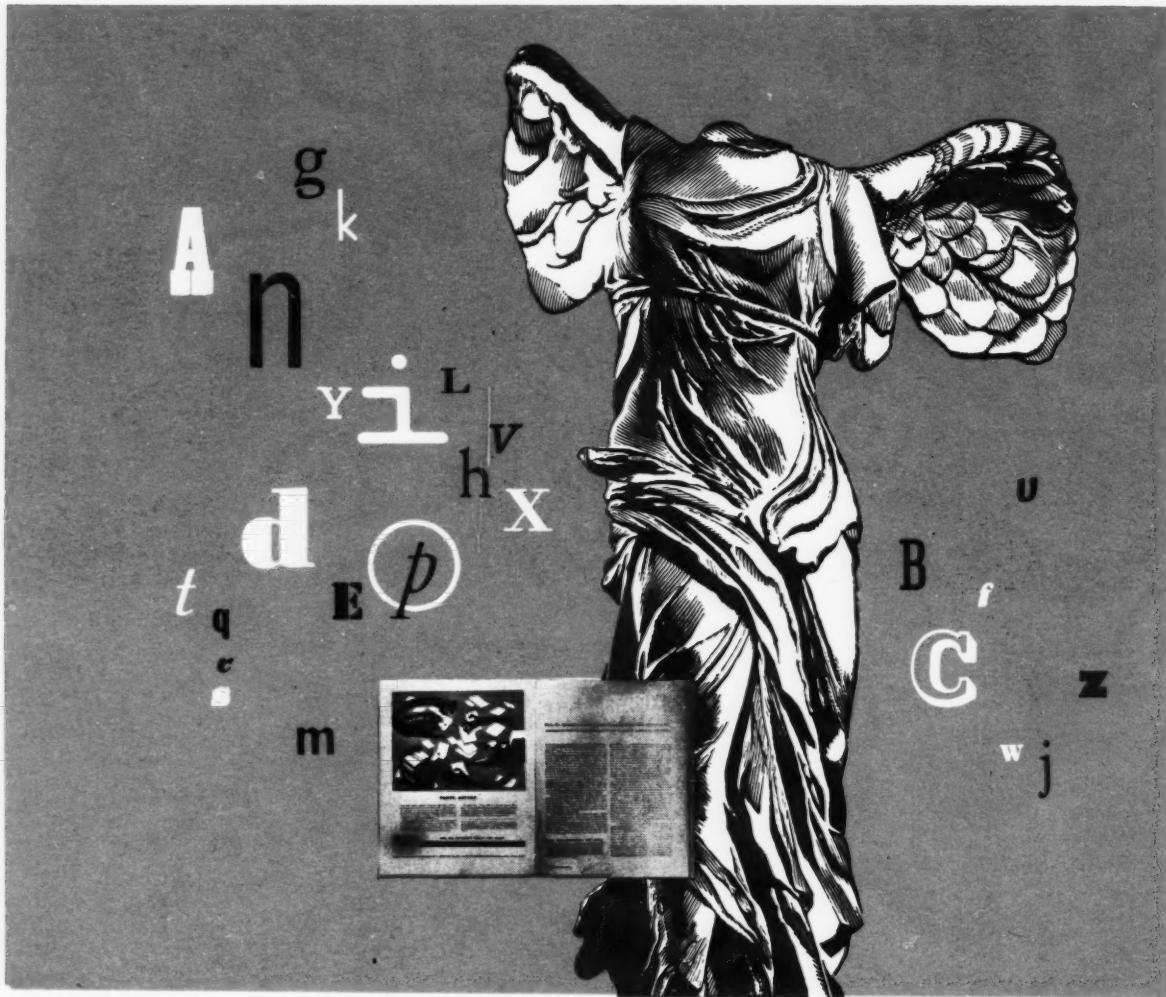


FEBRUARY 1948

New Ideas for

DOUBLE BARRELLED SELLING

See Fragrance in Selling Page 5



## 26 letters . . . and art

Alphabet and drawing board have spawned the mighty advertising industry . . . and advertising, in 1948, will reportedly pay its highest bill in history: three and one-quarter billion dollars! Its rising volume — in magazines, newspapers, radio, direct-mail, and other media — parallels the rising volume of America's industries as a whole. Indeed, it is, itself, a major factor in that growth.

Without paper, of course, advertising could not exist . . . and the media of advertising are a continual challenge to the productive capacity of the nation's mills. This is why "Paper Makers to America" is itself expanding — in phys-

ical facilities, in output, and in the unremitting research which will make ever better and better all Mead Papers of the Mead, Dill & Collins, and Wheelwright lines.

Specify and use these papers with every assurance that they are "the best buy in paper today."

★★★ *Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Mostrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.*



MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

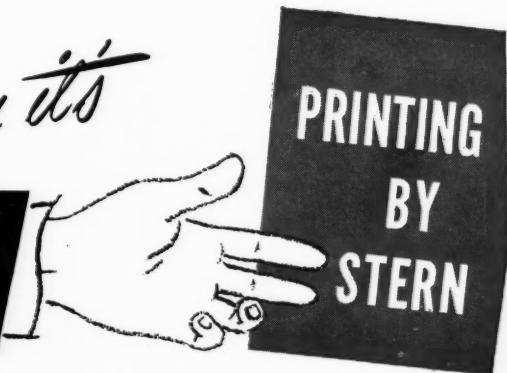
h  
f  
at  
—  
s,  
h  
ss  
;





THUMBS DOWN ON RULE-OF-THUMB PRINTING

today it's



## Preference-Tested

Original research by Stern on PREFERENCES IN INDUSTRIAL LITERATURE reveals with uncommon clarity what physical characteristics in such literature are preferred by men to whom you offer your products and/or services.

Here, for the first time in the history of industrial literature, you discover a clear-cut mandate to turn thumbs down on rule-of-thumb printing. For now you can apply the Preference-Tested printing formula to your own industrial literature—catalogs, booklets, house magazines,

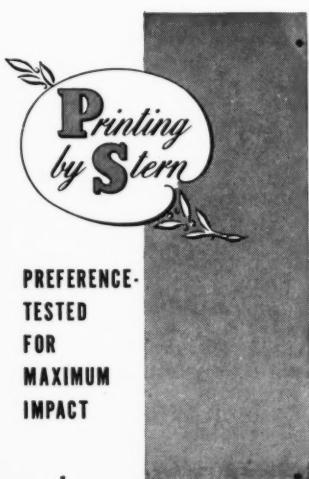
brochures, self-mailers or any other format now being used or proposed.

### FACTS... FACTS... FACTS

Facts on HOW best to present the exciting story of your business to your customers and would-be customers are now yours for the asking. You can apply these facts to your next job of printing—even to one that may already be well along in the planning stage. Simply check or specify the type of work involved, add name and address and mail coupon below.

*Edward Stern & Company, Inc.*

Printers Since 1871 • Sixth & Cherry Streets • Philadelphia 6, Penna.  
Graybar Building, New York 17, N.Y. • 755 Boylston Street, Boston 16, Mass.



EDWARD STERN & COMPANY, INC. (Dept. 13)  
Sixth & Cherry Sts., Phila. 6, Penna.

Gentlemen:

Put us down for a call from one of your Printing Planners to discuss (without obligation) the application of PREFERENCES in the production of:

<input type="checkbox"/> ANNUAL REPORTS	<input type="checkbox"/> DEALER MATERIAL	<input type="checkbox"/> PROMOTIONAL MATERIAL
<input type="checkbox"/> CALENDARS	<input type="checkbox"/> EMPLOYEE BOOKLETS	<input type="checkbox"/> PUBLIC RELATIONS PRINTING
<input type="checkbox"/> CATALOGS	<input type="checkbox"/> HOUSE MAGAZINES	<input type="checkbox"/> TECHNICAL BOOKLETS
OTHER _____		

When wanted: Rush \_\_\_\_\_, Within a Week \_\_\_\_\_, Within a Month \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

**TENSION ENVELOPES**  
TRADE MARK REG

For Every Business Use

TENSION ENVELOPE CORPORATION  
SELLERS AND MANUFACTURERS  
300-302 West 42nd Street  
New York 17, N. Y.

DUO-POST ENVELOPE  
LETTER AND CATALOG ARRIVE TOGETHER

**TENSION ENVELOPE CORP.**

FIVE FACTORIES  
SELLING DIRECT TO THE USER

New York 14, N. Y. • Minneapolis 1, Minn.  
St. Louis 10, Mo. • Des Moines 14, Iowa  
Kansas City 8, Mo.

**LISTS** that follow the  
straight and narrow path...



Every time a piece of mail advertising goes wrong—to someone not interested in your product...you've wasted money. For lists that are right, that are carefully collected and collated, and pruned regularly...for lists that have no waste names, call Dunhill. The country's biggest users of mail advertising lists, the largest publishers, oil companies, insurance companies, manufacturers, all call on Dunhill for any and every kind of list, domestic or foreign, and in any quantity.

**DUNHILL LIST CO., INC.**  
DEPT. R — 565 FIFTH AVE., NEW YORK 17  
PLAZA 3-0833

# The REPORTER

## of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

### CONTENTS

Short Notes Department.....	5
Fragrance for Selling.....	7
About the Cover.....	8
Direct Mail Volume.....	10
The Reporter's Direct Mail Volume Estimate for 1947.....	11
How to Get Ready to Write a Letter.....	12
The Letter Critic.....	16
The Post Office Uses the Mail.....	18
The New Advertising Situation in Britain.....	20
Playing Post Office.....	21
Mail Order Round-Table.....	24
One Advertising Man to Another.....	26
A Good Example of Continuity.....	31
Stuffed Shirt Copywriting.....	32
Direct Mail Directory.....	33

### EDITORIAL BOARD

Harrie A. Bell, Allen, Lane and Scott, 1211 Clover Street, Philadelphia 7, Penna.  
Paul Bolton, 4801 Connecticut Avenue, N.W., Washington 8, D. C.  
George FitzPatrick, George FitzPatrick Pty. Ltd., Sydney, Australia  
Harry E. Foster, Harry E. Foster Agencies Ltd., King Edward Hotel, Toronto, Canada  
H. J. Higdon, Phoenix Metal Cap Co., Inc., 2444 West 16th St., Chicago 8, Illinois  
Miles Kimball, Miles Kimball Company, Kimball Bldg., Oshkosh, Wisconsin  
George Kinter, Advertising Highlights, 209-9th St., Pittsburgh 22, Penna.  
John B. Mannion, Austenal Laboratories, Inc., 5932 Wentworth Ave., Chicago 21, Ill.  
Edward N. Mayer, Jr., James Gray, Inc., 216 East 45th St., New York 17, N. Y.  
Richard Messner, E. E. Brogle & Company, Inc., 52 East 19th St., New York 3, N. Y.  
Martin H. Perry, St. Giles Publishing Co., Ltd., 28 Denmark St., London W. C. 2, England  
George Pfeiffer, III, McGraw-Hill Book Co., 330 West 42nd St., New York 18, N. Y.  
Leonard J. Raymond, Dickie-Raymond, Inc., 80 Broad St., Boston 10, Mass.  
Harold Stedfeld, Stedfeld & Byrne, Inc., 1220 Huron Road, Cleveland 15, Ohio

### FEBRUARY ISSUE

#### A REPORT FOR JANUARY

*The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number Vanderbilt 6-0888. Subscription price \$3.00 a year. Re-entered as second class matter, Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1897. Copyright, 1948, by Henry Hoke, New York 17, N. Y.*

**Henry Hoke**

*Editor and Publisher*

**M. L. Strutzenberg**

*Circulation Manager*

**Henry Hoke, Jr.**

*Advertising Manager*

# SHORT NOTES

## DEPARTMENT

• FROM LONDON COMES NEWS that the publication of "Printed Advertising" will be resumed. This magazine was started several years before the war and it made fine progress in its short history. It is devoted to marketing, design, direct mail, packaging, etc. The revived magazine will be able to take only a limited subscription list. The cost is 30/-d. a year. R. M. Cameron is Circulation Manager. Publication office is located at Drury House, Russell Street, London, W. C. 2.



• PRINTERS ARE CHUCKLING (or whistling) over the 1948 calendar of the Braden Sutphin Ink Company, Cleveland, Ohio. It is a neat, glamorous desk stand-up easel measuring approximately 6 x 6 inches. A 3 3/4 inch die cut circle reveals a Varga Girl monthly calendar. A pocket in the back contains changeable sheets for all 12 months. Calendar numerals are so small, the average executive has to get pretty close to the model to find out what day it is. Vice-President-in-charge-of-something Johnnie Reay, tells us he has had a lot of fun making a survey to determine which month's model intrigues his printer friends the most. The vote has been overwhelmingly in favor of June . . . who sure is busting out all over.



• STET, the monthly house magazine of the Champion Paper & Fibre Company, Hamilton, Ohio (edited by K. C. Pratt for house magazine editors) has embarked on an important program. It is mailed each month to 11,000 readers including the editors of 6000 company publications, which reaches an audience of more than 40,000,000 readers per month. The December issue (and you should have a sample) contains a report of meeting of the Association of National Advertisers, at which there was considerable discussion on how house magazine editors could help to increase the public's understanding of the American way of life. It is a powerful subject and deserves much study. Six thousand intelligent house magazine editors can be of tremendous influence in guiding the thinking of businessmen in America.



• ANOTHER COMPANY is in a reminiscent mood. The Consolidated Edison Company of New York, Inc. (Room 632, 4 Irving Place, New York 3, N. Y.) in

the January issue of their house magazine "Con Edison News" reproduced pictures and news instances which "marked the birth of greater New York." Very interesting issue.



• THE KIPLINGER WASHINGTON Letter of December 27, 1947 was one of the most interesting of Kip's long career. The contents should be in the files of everyone interested in lists, future markets, etc. All about births, marriages and population growths and shifts. U. S. birth rate for 1947 was 26.2 per 1000 of population. Highest in history. Steadily growing. Means a tremendously expanding market for nearly everything. If you are not on Kip's list, maybe you can get a sample copy of the December 27th letter by writing to DMAA member Boyce Morgan, The Kiplinger Washington Agency, 1907 K Street, N.W., Washington 6, D. C.



• THE REPORTER is always on the watch for interest-arousing slogans on envelopes and broadsides. One that struck the eye this month on a self-mailing broadside, measuring 11 x 8 1/2 inches . . . read "Sweeping the Country." (Large hand lettering on address side.) The broadside, opening up to 22 x 17 inches, described and illustrated the merits of the Speed Sweep brush . . . manufactured by the Milwaukee Dustless Brush Co. (530 North 22nd St., Milwaukee 3, Wis.) Broadside was printed (and very nicely) in only one color on newsprint stock.



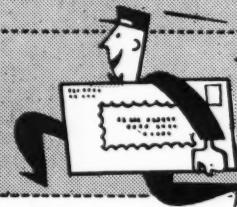
• THE RESEARCH INSTITUTE of America, Inc. (292 Madison Avenue, New York 17, N.Y.) recently furnished printers with a timely promotional stunt. There are new community property laws in a number of states. Although the laws make taxes lighter, the returns may be harder to figure. So the Research Institute prepared an attractive 6 3/4 x 6 3/4 inch, two-color, 28-page booklet titled "How to Prepare Your 1947 Tax Return Under the Community Property Law." These syndicated booklets were then sold to printers in the states affected who mailed the booklets to their customers with an accompanying descriptive letter. Our copy came from John P. Hedrick, President of Seemann & Peters, Inc. (405 Holden Street, Saginaw, Mich.).

(Continued on Page 34)

faster, lower cost

mailings with

## DUPLISTICKERS and MAIL-AIDS



- 4 Duplicate Addresses at a time
- Office typist can do your addressing
- Use on office duplicating machines
- Labels large envelopes, sample packages, etc.
- Seals, addresses folders, etc., in one operation
- Can't roll, tip or spill

America's most popular gummed labels for direct mail! Eureka's Duplistickers and Mail-Aids save you time and money

### DUPLISTICKERS

825 gummed labels  
Letter size sheet of 33  
perforated labels  
Choice of 5  
"keying" colors



50c per package

### MAIL-AIDS

Two label sizes available  
• 8 1/2 x 11 gummed, perforated sheets • 500 sheets to package • White, gummed paper • only \$6.00 per package



ON SALE AT YOUR STATIONER.  
FOR APPLICATION TO YOUR DIRECT MAIL PROBLEMS WRITE

**EUREKA**

EUREKA SPECIALTY PRINTING COMPANY  
STATIONERY DIVISION DEPT. R  
Scranton, Pennsylvania



Your printing benefits constantly from the care with which Champion has developed its group of 7500 papermakers. This Company has spent fifty-four years building its organization, three great mills, and a world-wide recognition of Champion excellence. Craftsmen join with research engineers and management in the most exacting manufacturing control, maintenance of uniformly high quality, improvement of popular papers and creation of new. All the skills of these people, all the facilities and resources of Champion, are directed to producing superior papers for letterpress and offset printing. Paper is as good as the skill and efficiency of the men and women who make it. Champion knows how!

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

District Sales Offices



NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



# Fragrance

for selling

THE REPORTER is constantly on the watch for new developments in Direct Mail. We may be jumping the gun slightly on this story . . . but you users of the mail should know what's going on.

In the not too distant future, Ralph Thompson in Florida should be mailing his letters offering citrus fruits on letterheads printed with ink impregnated with the odor of oranges.

Your favorite candy dealer will solicit your business with mailings smelling of chocolate.

A cigar selling piece may bring you the aroma of cigars. The cedar chest manufacturer will create reality by the actual odor of the wood. Florists will stimulate desire by adding jasmine, rose, or carnation essence to the ink which prints their letterhead or mailing piece.

The early users will profit most. There would be an unholy bedlam of smells if everyone used an aromatic ink.

We got started on this study of scented inks when we received and read the feature story on fragrance in the perfumed November 1947 issue of the Dow Diamond, house magazine of the Dow Chemical Company, Midland, Michigan. Since the mention of it in January REPORTER, page 20, we've been in touch with Editor Don Plummer, Dow Chemists, ink manufacturers, printers and such . . . learning all we could about perfuming.

Perfuming the printed page (by dusting, spraying or impregnating the ink) is not entirely new . . . but the Dow Diamond performance seems to be the first job where aromatic printing ink has been used to produce an alluring fragrance throughout an entire magazine.

Here's a few lead paragraphs from the Dow story: "There's nothing rational about perfume—it belongs purely to the realm of the subconscious. For example, a leading department store recently conducted an experiment—a hosiery promotion where potential customers were shown two identical pairs of stockings.

"The color was the same, the texture was the same and of course the price was the same. The only difference was that one pair was slightly scented, the other not. Customers almost without exception purchased the perfumed pair, usually with comments as to its superior texture and more pleasing color.

"Logical? Of course not. It just goes to prove that perfume appeals to the subconscious—and that's something to reckon with where milady is concerned—and other folks, too, for that matter.

"It is no secret that lingerie manufacturers are banking on the subconscious effect of tantalizing scents to impart new-found glamour to their merchandise. They find that women's apparel touched with a bit of subtle fragrance leaves the shops much faster than unscented creations. Accessory makers declare that

"Sell the smell and not the rose."  
"Sell the sizzle and not the steak."

women are partial to handbags having a robust masculine scent.

"Such prosaic items as paints, inks, waxes, polishes, insecticides are likewise acquiring new appeal through the use of scents to "mask" unpleasant odors. Synthetic soles for shoes are taking on a real leather odor. Stenographers insist that scented carbon paper smudges less. The odor of new-mown hay can be used to freshen air conditioning systems. And so it goes—the uses of perfume seemingly have no foreseeable limits."

Here are a few background facts which may interest **REPORTER** readers.

Since 1916, when Dow first entered the aromatics business, their Aromatic Laboratory has carried on an active research program on such chemicals. Odors are daily "fashioned" and produced to serve in widely diversified fields. Palatable aromas are added to flavoring extracts and bouquets—fragrances are designed for soaps, cosmetics, colognes, shampoos and perfumes.

### Wide Varieties

The development of aromatics blended with printing inks make it possible to impart to the printed page

a wide and varied range of fragrances from the "woody" scent of balsam to the exotic perfumes of the orient.

In producing the special issue of Dow Diamond, Dr. Arthur Behr, Director of aromatics research at Dow, closely cooperated with Claude E. Walker, production manager of Seemann and Peters, Incorporated in Saginaw, whose plant produces the publication for Dow. Mr. Walker reports that they were well pleased with the results and that the use of scented printing inks appeared to have great possibilities, especially in direct mail selling.

Only one real problem was encountered in the experiment and that involved extended drying time due to the particular processed coated stock on which the Diamond is printed.

### Printing Technique

Consistency of the ink was not affected by adding the essence and the specially compounded ink had no effect on rollers. Snapset ink, 120 half-tone screen magnesium plates were used. No delay in wash-up time was experienced and the special ink showed no tendency to fill in the screen. Walker further stated that ink agitators on the press are essential (other printers disagree) and that when such jobs are contemplated, the printer should submit paper and ink specifications to his ink manufacturer before actual production begins. Walker said that experimental runs on regular enamel paper with the scented ink were found satisfactory and the results were even better than on the paper regularly used for Dow Diamond.

### More Research Needed

With regular enamel paper, the sheets could be handled immediately after printing. Trial runs are of course necessary to determine the right amount of aromatic compound to be used. Prices will depend upon quantity and fragrance desired.

Much development and research work is yet to be done in order to perfect techniques and processes which will make scented printing inks

commercially practical from both production and cost angles.

But if you are merchandising by mail a product which has an attractive odor . . . and if the carrying of that odor direct to the prospect will increase desire and influence action . . . you should keep in close touch with your printer and ink manufacturer. Be the first to run a test. The test, at least, should be worthwhile.

To show that **THE REPORTER** believes in experimenting with new techniques . . . this issue has been printed with ink impregnated with synthetic chemicals. The same "Persian Moss" odor used in the Dow Diamond test.

We suggest that you use it as a test piece to determine the length of time the perfume lingers. The specimens of the Dow Diamond (now two months old) seem just about as strong as on the first day of receipt.

AND . . . if any of you try an aromatic ink for a Direct Mail piece, please send samples to **THE REPORTER**.

---

## ABOUT THE COVER

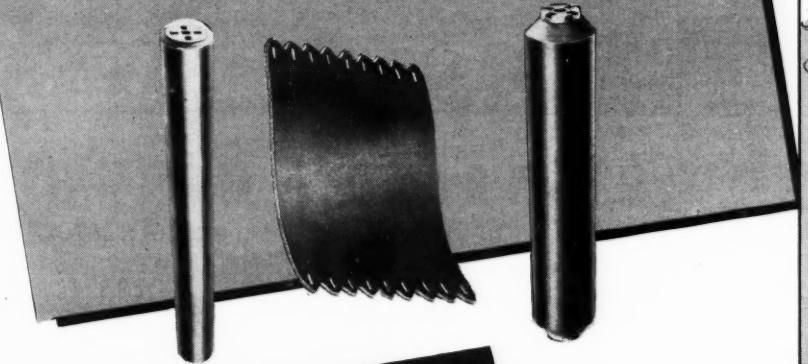
Art work was loaned to us by Charles Konselman, Advertising Manager, A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York 16, rug manufacturers. It originally appeared as cover of Karagheusian kick-off piece in last Fall's dealer promotion. A glamorous 10 x 14 sixteen page four color letterpress masterpiece. Dealers were shown in complete colors, the entire Karagheusian campaign in newspapers and national magazines. The ads were explained and schedules announced. To get complete coordination, dealers were shown the local advertising helps—such as free mats for their own advertisements, radio commercials, labels and decals, and tie-in material for window and floor displays. We liked the "Double Barrel" theme—and thought it appropriate for this issue of **THE REPORTER**, which for the first time demonstrates a double barrelled selling method for Direct Mail.



# DISCOVERED...

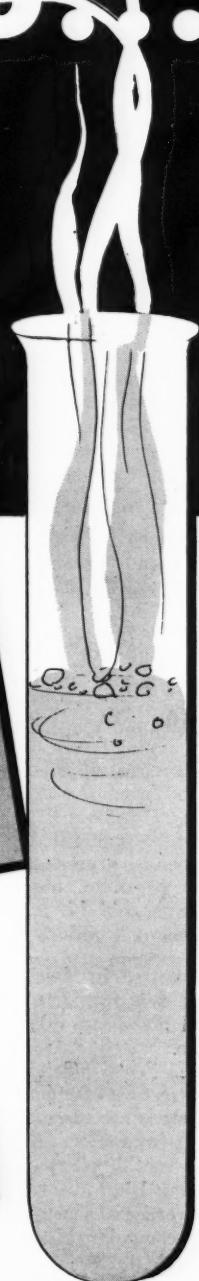
Amazing new process  
makes these the finest  
products of their kind

Revolutionary new technical developments, perfected  
in Rapid Roller's research laboratories, now provide  
better rollers and blankets for your duplicating  
machines than any built up until this time. See for  
yourself what a remarkable improvement these ac-  
cessories make in the quality of the jobs you run.



MERCURY-LITH ROLLERS AND BLANKETS  
for Multilith printing machines

MERCURY-GRAPH ROLLERS  
for Multigraph duplicating machines



**RAPID ROLLER COMPANY**

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

# DIRECT MAIL VOLUME

*An Analysis of the volume estimate released last month in the January Issue*

Last month **THE REPORTER** released (in a special, hurriedly printed supplement . . . now reprinted here) the first, completely frank method of estimating the annual Direct Mail volume in the United States. There have been other estimates in the past . . . but they were clouded by guess-work and unrevealed basic figures.

**THE REPORTER** method of estimating is as accurate as it's possible to get at the present time.

We promised a more detailed explanation. But are more details necessary?

## Percentages Explained

The figures in upper left hand column are from the Post Office records. Can't quibble there. Some of the percentages allocated to Direct Mail are open to argument . . . but who knows for sure, unless a national survey could be made. Experience is the only guide.

Some experts, in business and Government, say that Direct Mail or selling mail makes up 50% of first class volume. We cut it to 30% to be conservative. Postal officials testified before Congress that 90% of all post and postal cards are commercial selling messages (more than 18,000 small retailers use nothing but post cards for their advertising . . . while many national advertisers use millions for their dealer campaigns).

Air Mail is being used more and more for quick selling messages. Hundreds of organizations are using air mail return cards and envelopes. The 25% estimate is really low for both domestic and foreign air mail.

The figure will grow as exporters concentrate on Canadian, South American and other open markets.

Third Class is a gamble. Some merchandise is sent 3rd class . . . but plenty of postal experts will write off 80% or even ninety percent for Direct Mail. The lowest we've heard is 66½%. We settled for seventy percent.

## Utility Figures

All catalogs are actually Direct Mail . . . but we're taking only ninety percent.

We didn't want to include "billings" themselves in Direct Mail . . . but the inserts in bills ARE Direct Mail. We obtained the average monthly figures from four Associations and the telephone company secured the number of individual billings in round figures. Not all utilities and stores use inserts, but most do. Plenty of them use more than one insert in each envelope. Telephone companies, particularly in rural sections use house magazines . . . using weights up to limit of minimum postage. That's why our estimate of 1¢ per insert is conservative, according to the experts consulted.

## Cost Per Piece

So far as average costs per piece are concerned . . . we've tried to be ultra-conservative. How many 1st class letters can you get out for 9¢ each, including postage? Automatic letters cost a lot more. Prudential Life Insurance Company estimate their annual average first class letter cost at more than sixty cents per

letter. With letterhead, envelope and enclosure costs at present levels . . . first class letters can't be produced for less than six cents—but we took that as an average.

To the penny stamp cost of postal cards, we are simply adding another cent for printing and addressing cost. (\$10.00 per thousand.) When the mailer supplies his own paper (for post cards), the cost is much higher. No one can argue on the average cost of a domestic or foreign air mail letter.

Our 5¢ estimate on third class is confirmed by every survey we know anything about. And still low.

The 20¢ figure on catalogs is debatable—but even if halved or doubled, you will not change total too violently.

## Unmailed Promotion

The estimate on non-mailed Direct Advertising is the most unprovable. Some surveys indicate a ratio of 50-50 between mailed and non-mailed Direct Advertising. (See DMAA 1946 Survey.) For years, folks in the Direct Mail business have been quoting 250 million as the approximate non-mailed Direct Advertising figure. However, we didn't use a 50-50 ratio. We took just 25% of the present Direct Mail estimate . . . which should be safe. That puts Direct Advertising as a whole over the billion mark . . . and doesn't leave it dangling, as in the past, at the end of the media line.

But here's one positive way to justify the accuracy of **THE REPORTER** estimate.

The conclusive postwar DMAA survey of 1946 (which confirmed the prewar REPORTER survey of 1941) showed that 28.5% of the total advertising dollar is used for Direct Advertising.

That 28.5% figure seems reasonably correct, for it is confirmed by other surveys . . . ranging from 24% to 30% . . . varying with the groups surveyed.

### Direct Advertising—26.5%

All right, let's look at the records.

Printers' Ink figures for 1946 (latest now available) showed the following:

	1946
	In Millions
Newspapers	963
Direct Mail	278
Radio	489
Magazines	430
Outdoor	85
Trade & Business Papers	178
Farm Papers	35
Miscellaneous	654
Total	3,112

Based on Printers' Ink figures, Direct Mail got only 8.9% of the total.

But substituting THE REPORTER's new estimate for Direct Advertising . . . the schedule would then read:

	Millions
Newspapers	963
Direct Mail	1,020
Radio	489
Magazines	430
Outdoor	85
Trade & Business Papers	178
Farm Papers	35
Miscellaneous	654
Total	3,854

Based on the revised figures . . . Direct Advertising now shows 26.5% of the total. Just about what the previous surveys indicated. Proving that our new method of estimating is more accurate than anything in the past. (Yes . . . we've used P. I. figures for 1946 . . . so some adjustment will be necessary when 1947 schedules are released.)

### A DMAA Function

Now for the punch line. THE REPORTER believes that these annual estimates of Direct Mail and Direct Advertising volume should not be made by *individuals*. It's a job for a

research-minded board of experts. It should be the function of the Direct Mail Advertising Association.

We therefore recommend that the DMAA officers appoint such a board . . . to start on the 1948 survey now. The cost ascertainment department of the Post Office should be glad to cooperate. When 1948 is finished . . . let the DMAA board officially release its carefully considered estimate . . . with a full and complete revelation of how the figures were computed. That's the only sensible way to get this argument about Direct Mail volume settled.

• **THE REPORTER STAFF** enjoyed "helping to celebrate" the twentieth anniversary of Green-Brodie Advertising Agency (420 Madison Ave., New York) at their cocktail party in the Ritz-Carlton on January 23rd. Big crowd of clients and friends. Many familiar faces . . . since G-B is one agency which has pushed Direct Mail . . . given it its proper place in the scheme of advertising. In questioning Julian Brodie and Allan Green, we learned that between 25% to 30% of the Agency's annual volume goes into Direct Advertising.

## The Reporter's Direct Mail Volume Estimate for 1947

(Based on Cost Ascertainment figures of Post Office Department)

Total U. S. Postal Volume in 1947 . . . 37,427,706,174 pieces  
Total Revenue . . . \$1,299,141,041

Class of Mail	
Total First Class minus Armed Services Free Mail	20,584,114,049
Less estimate of Post & Postal Cards (based on 1946 P. O. figures)	3,000,000,000

Actual Number of Pieces in Class	Experts Estimate of Percentage Reasonably Allotted To Direct Mail	1947 Approximate Direct Mail Volume (in round figures)	Experts Estimate Or Approximate Cost Per Piece (Incl. Postage)	1947 Direct Mail Dollars Going into Mail
Total First Class Sealed Mail . . . 17,584,114,049	30%	5 1/4 billion	9 cents	\$472,000,000
Post & Postal Cards . . . 3,000,000,000	90%	2.7 billion	2 cents	54,000,000
Air Mail, Domestic . . . 772,185,070	25%	193 million	11 cents	21,230,000
Third Class . . . 6,803,330,417	70%	4 3/4 billion	5 cents	237,500,000
Catalogues . . . 75,245,479	90%	67 million	20 cents	13,400,000
Foreign Outgoing 1st Class regular mail . . . 204,004,145	25%	51 million	9 cents	4,590,000
Foreign Air Mail . . . 94,089,218	25%	23 million	15 cents	3,450,000
		13,034,000,000		\$ 806,170,000
		(Approximate number of Direct Mail pieces mailed in 1947)		(Total worth of Direct Mail)

### Supplementary Estimates to Determine Inserts in Monthly Bills

	Number Per Month
Gas Bills . . .	17 million
Electric Bills . . .	20 million
Telephone Bills . . .	25 million
Insurance . . .	9 million
Retail Charge Accounts . . .	12 million

Total 83 million x 12 months equals 996 million bills per year x .01 (Average Cost of Insert) . . . 9,960,000

Experts agree that Sales Promotional material delivered by means other than the mail at least equals (in dollars spent) the volume sent through the mail. But in order to be ultra-conservative . . . we have cut that figure to only 25%.

### Averages obtained from various associations

Total Direct Mail Volume through the Post Office . . .	\$ 816,130,000
Add for non-mailed Direct Advertising . . .	204,000,000
Total Direct Advertising for 1947 . . .	\$ 1,020,130,000

# How To GET READY To Write A Letter

By HOWARD DANA SHAW

*A Simple Technique for Getting Up Steam to Write Any Kind of  
a Letter, Especially a Tough Assignment  
Like a Sales Letter*

THIS ARTICLE probably stops where you'd like to have it begin. It is not an article about writing letters; it's about what comes first. Maybe you consider it a very dull subject, because it's about the hard part—the head work that comes before the finger work. But it's the hard part that makes the writing part easier, and more effective.

I probably won't make myself popular by telling how I do it. But I've been messing around with letters for 20 years, and the great majority of the letters I have written have had to bring home the bacon. They have been required to produce tangible results in the record book. So I'd be pretty stupid if I hadn't learned a few things about making letters ring the bell.

One of the things I have learned, for example, is this: From studying the result records of thousands of letters of other writers as well as my own, and stacking them against the working methods of the writers, I've found that the way to make a letter pull is to work over it . . . to design it and build it carefully. I've heard this guff about tossing off a missive and having it go over big, about how you get confused when you spin the job out and make hard work of it. But let me tell you a secret: it ain't so! The letters that work for you 99 times out of 100, are the ones you labor over, and cuss and sweat over, and lose ten pounds writing—the ones

you re-juggle and revise and worry about . . . and then throw away and do over again!

But you can make the labor much easier if you do the right kind of thinking before you begin to write. And you can increase the result-getting power in a way that is little short of magic. Not long ago I had a man come to see me with a very familiar song: he had bought a book on writing letters and then written a letter—a sales letter. But sales were pretty bad, four in 1000 letters, and he couldn't understand it. I took the job of writing a letter for him, and my letter brought 24 orders—six times as many. So he thinks I'm wonderful; but he probably doesn't know that I spent, over several days' time, a total of five hours of study and research and thinking, before I touched pen to paper. And two solid hours revising and polishing after I had written the letter.

Writing for results is an end product; it's the last thing you do. First you must prepare and organize. Many advertising and letter writers know this, but they feel baffled about it. They tie themselves in knots trying to figure out what you do to get ready. They are mystified and afraid. So they compensate by declaring they do better by batting their letters out; they assert that heavy brain work spoils their enthusiasm.

In the years I have been writing letters for many products and services,

I have naturally developed ways to simplify this getting-ready part. Except that clients' problems and products vary so widely, you might almost call it a standardized procedure. I offer it here in a frankly autobiographical vein because I believe it may be of material value to less experienced letter writers. It's my system, but take a look at it and see if you can't borrow from it.

While the method applies primarily to letters which must yield measurable returns of some kind—inquries, orders, names of prospects, answers to questionnaires, etc.—you will find on checking it over that a great deal of it will also apply to almost any kind of letter—advertising, pre-approach, correspondence—if you really want to do a job.

I referred to the preparation as the head work that comes before the finger work; but unless you're the genius who can concentrate (which I am not) you'll find head work facilitated if you do finger work along with it. That's what I do. I merely take pencil and paper and start to put things down . . . but they are certain kinds of things.

## Must Departmentalize

To be specific, I write certain headings down. And these headings are what get the wheels going. There may be only three or four headings, or there may be a dozen or more—depending on the product and the difficulty of doing the persuading in a letter. But these headings, representing departments of thinking and study, are the heart of the system. And that's about all there is to this article. I am going to give you the headings, and you'll be on your own. I'll make a good bet right now, though, that as soon as you have tried out the plan, you'll discover almost miraculously that writing letters is a lot more fun—and your results will be (to use one of the magic words) amazing! Here are the headings:

THE GOAL.—What is the aim of the letter, specifically? Think out and define exactly what the letter is supposed to do; then write it down under this heading. Sounds obvious, but I really believe it's easier to go off the track at this point than anywhere else. It isn't enough to say the letter should

bring in orders—but what kind of orders (type, size, etc.) from what kind of people, on what basis (cash, charge, approval, etc.)? Clarify exactly the objective of your letter, and how you will reach it. For if you have thought it out completely, then when you come to write the letter you'll find you are unconsciously following the first rule of effective letters—keep in mind what you want done.

**WHO.**—Try to definitize the market or audience you are writing to, as explicitly as possible. It may be a small segment by age, occupation, etc.—or it may be a broad slice of the population. But before you write, you should have in mind clearly who you're writing to.

**CHARACTERISTICS.** While defining the audience, give thought to what kind of people they are and what's on their minds. For example, in preparing a series of sales letters for an insurance company recently to offer a policy for those of 60 to 80 years of age, I wrote down: "Have more time for reading, skeptical and set in their ways, probably allergic to too much enthusiasm, concerned about health, comfort, security, thinking of welfare of children and grandchildren, looking backward into past (don't brag about progress, modern, etc.), realistic regarding death, mind tired (not inclined to study into details), feeling of not being wanted, etc." By writing these fairly obvious points down, I impressed them on myself and wove them into my preparatory mechanism so that I automatically kept them in mind as I wrote the letter.

**BENEFITS.** It's an old rule of selling to tell what the product will do for the buyer, but a thousand letters are being written right this minute in which the writers are talking about themselves, their companies, their products *in selfish terms* instead of in terms of what they will do to bring the prospect the things he wants in life. Analyze a letter that fails, and you'll probably find you were trying to bring the reader into your world, instead of bringing your product into his world. So write down a list of what your product or service will do in the interests of your listener.

**OBJECTIONS.** It may sound negative, but I am convinced that the most important angle of study is to think of all the reasons you can *why the reader won't do what you want him*

(Continued on Page 14)



## E Pluribus Unum!

An ambitious parcel starts a long business trip under a rash of postage stamps . . . enough to pay the passage.

All those stamps had to be bought, guarded, counted, separated, moistened—and stuck . . . and later counted and checked at the postoffice.

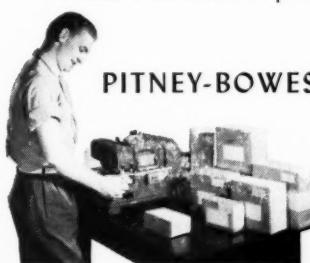
Pretty silly, too . . . when you realize that merely flicking some levers on a postage meter would turn out a single stamp for the full amount, on gummed tape delivered moistened or dry . . . and only one look in the postoffice checks the postage amount! *E Pluribus Unum* would be an appropriate motto for a postage meter stamp!

THE PITNEY-BOWES postage meter reduces a lot of small operations in

preparing parcel post . . . saves as much as 70% in time and effort in some mailing and shipping departments . . . speeds the parcel through the postoffice, too! The dated postmark also lets the recipient know when the parcel was sent.

Any amount of postage is safe in the meter, can't be used for anything but business mailing for your business exclusively . . . while every postage expenditure is automatically recorded and the total added by the meter itself!

The meter that provides postage for parcel post also stamps and seals your office mail. If you ship by mail, much or little, a meter is a real economy! There's a model to suit your needs! . . . Call the nearest PB office for details—or write direct for an illustrated booklet!



## PITNEY-BOWES Postage Meter

PITNEY-BOWES, INC.  
2034 Pacific St., Stamford, Conn.  
Originators of Metered Mail. Largest  
makers of mailing machines. Branches in  
63 cities in the United States and Canada.



to. Not merely the simple "Can't afford" and "Would rather wait" sort of obstacles, but dig into the problem and compose an itemized list of points at which your prospect is likely to balk. In writing a letter to sell a coat-of-arms, for instance, I wrote down as objections: "Fear it's not authentic, wonder if it's good looking, haven't enough use for it, will it fade? wonder how they can do it so cheaply (suspicion), etc." The road into your buyer's mind (where you make the sale) is strewn with hurdles, and you must handle all of them before you can make the sale. This means a good imagination, acquaintance with the typical prospect, and the willingness to sit down and actually write down these points of resistance. You can write the answers, too, if you like; but I find that by merely getting the barriers clearly before me, I will automatically develop the answers as I go, and weave them into my story.

**BUILD CONFIDENCE.** As everyone knows, but easily forgets, a basic principle of success in the mail is establishing confidence. What can you say that will build up your reader's confidence in you and your product? Write them down. If you have put them on paper, you have put them in your brain where they'll work for you as you construct your letter. And if you find you're short on facts and figures and statements to build confidence, it's a signal to go into this phase and strengthen it before you begin to write.

**OPENING.** Except where you're writing to somebody who knows you, the opening sentence is vitally important—some letter men declare it's 90 per cent of the letter. If you really want results, you won't just start in at the beginning or dash off the opening words; you'll give a great deal of thought to the question—and you may write dozens of attempts. While you are giving your preliminary study is a good time to start scribbling ideas for openers. When you realize how important they are, they'll just start coming to you.

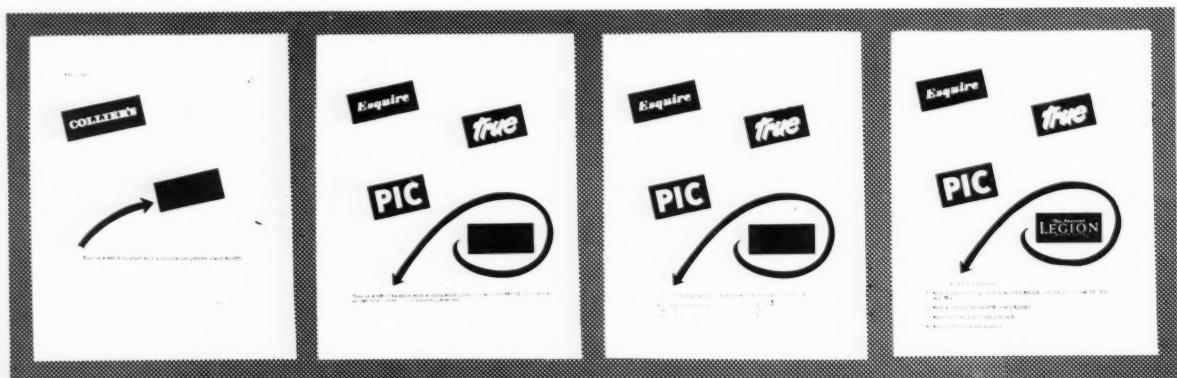
**TONE** and attitude. Don't start to write a letter until you have decided what your general slant and tone-of-voice will be. For example, if you are writing to professional men or about professional products, watch out for commercialistic mail-orderish language and attitude. Merely being more conservative and dignified, and less flamboyant and exuberant, recently turned a fizzle into a successful letter for one of my clients. With some products, this approach attitude is of course much more important than with others.

**DRAMATIZATIONS**, comparisons, ways to make product or benefits graphic, gadgets and illustrations that will help put over your points.

**SALES POINTS**, things to stress (from prospect's viewpoint), miscellaneous angles and appeals.

**PHRASES**, telling ways to explain, colorful terms, synonyms for over-worked words, good sentences from previous letters, etc.

**WHAT'S WRONG** with other letters on the same product or service? This is a fertile field to cultivate, especially if you have before you some good juicy failures—as who hasn't! Crying over spilt milk, contrary to the old proverb, is mighty profitable. In fact, more than one business has been built on a painstaking analysis of what they did wrong at the beginning . . . including mine.



Pictured above are the four pieces in a rapid fire teaser campaign issued by The American Legion Magazine. Originals were on plain sheets of 8½ x 11 inch. If reproductions are too small for easy copy reading . . . get your magnifying glass. Pieces were received by prospects at about two day intervals.

Although the competitive type of copy may be objectionable to

some . . . the teaser angle is well handled, and interest or recognition is maintained by continuity in layout. Each piece was filled in to include "Dear Mr. Prospect's name" at top left. Teaser campaigns will become more prevalent as selling becomes more aggressive. Well handled, they can be very powerful. They worked in 1920, 1924, 1928, etc. . . . and they will get interest and action in 1948.

HOW TO MAKE THE PRICE SEEM LOW. Contrast with competing prices, break down into weekly or daily figure (as an insurance premium or magazine subscription), express as a per cent of the benefit, etc., etc.

Thus endeth the morning lesson. Don't use all these headings on any one job. But always try a few—especially the ones at the top of the list. Keep digging and thinking and writing. By and by, the temperature will start to climb, your enthusiasm will mount, and the labor pains will begin. Then you'll know it's time to go into confinement.

You can't hurry a sales letter. Any other kind, maybe. But not a sales letter. When it's ready, you know it. And you can't stop it. At least, if you use a tried technique like this. It just grows on you. And in the meantime, where there is a weak link in your preparation, the system will show it up, and you can go to work to strengthen it.

Sorry, but this is where we stop. The rest is easy . . . if you have prepared right. You're hot now, and ready to go. So take the ball.

o

### CORRECTION !! !

Dear Mr. Hoke:

I enjoyed reading the very informative article called the "Chicago Papers Counter Strike". The text had one important omission: The carbon-ribbon Royal typewriter, widely used for preparing offset copy, was not mentioned. Just to keep you informed I am enclosing a description of the product.

The picture on page 15 of your January Reporter shows our machines in operation.

Sincerely,

Ellis G. Bishop  
Advertising Manager  
Royal Typewriter Co., Inc.  
2 Park Ave., N.Y. 16, N.Y.

*Reporter's Note: Thanks for the correction. You are right. Your Royal is sitting right smack up front in the picture we ran of a Chicago newspaper office.*

H.H.

•

• ADD THIS ITEM to your statistical records of returns from questionnaires. Dun & Bradstreet mailed 6000 questionnaires to key businessmen in Latin America for Time International. Questionnaire was designed to uncover reading preferences in Latin America. Replies were received from 1432, a percentage of 23.9 per cent.

FEBRUARY 1948



## why get excited?

Jackpots are an old story to PONTON clients. They expect to win—with every spin! PONTON List Service is like that . . .

## IT'S RIGGED TO PAY OFF!

**PONTON** does things differently! **Here** is a list service **built** to multiply your money—every time!

**EVERY LIST** is compiled individually—made-to-order to do the job you want done!

**NO STOCK LISTS** are sold by PONTON. You can't buy a shelf-stale list from us!

**VERY LATEST SOURCES**—kept constantly revised right up to the minute—are used to build each list.

**VERSATILITY UNEQUALLED.** Our lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—the maximum obtainable is guaranteed!

**24,000 CLASSIFICATIONS** readily available! Other special lists promptly and efficiently supplied.

**COMPLETE FACILITIES** for addressing and mailing jobs of any size.

**LATIN AMERICAN** lists a specialty!

**FREE CATALOG.** Ask for PONTON's famous **LIST O' TRADES**, the most complete Mailing List Catalog published. Write Dept. 1.

## EVERYBODY WINS WITH PONTON!

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** *inc.*  
**Lists**  
AT THE HEAD OF THE

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

635 Avenue of the Americas, New York 11, N. Y.

# The Letter Critic

*Reporter's Note:* This department appears every other month. It is conducted by "an expert" who prefers to remain anonymous . . . until he sees the size and quantity of the brickbats thrown in his direction. Send your comments about views expressed in his column direct to **THE REPORTER**.

LET US PAUSE for a few minutes in this Reportorial briefing session and give some thought to the prevalent practice (which probably originated during the antediluvian period) of starting a business letter like this:

Mr. O. Howe DeCadent,  
President-Treasurer  
Old Fashioned Remedy Company  
13 Memory Lane  
Backwoodsville, U.S.A.

Not that I intend to wax facetious here. But seriously, do you know even one sound reason why the address of the recipient of a business communication should be included at the beginning of a letter? When actually, such information belongs only on the envelope—for the benefit of the mailman. Isn't it a positively stupid practice (be honest with yourself now) to repeat the same procedure in a business communication?

Yes, I fully appreciate the fact that, to some extent, sentiment and tradition still have a certain niche to fill in the process of selling merchandise. But in these modern days, that's really an anemic excuse for continuing this out-moded practice in business letter writing. Of course, I realize it may take a long time perhaps for the die-hard Emily Post professors of our secretarial schools to divest themselves of their silly inhibitions against such a "new" proposal in the interests of more efficient conduct of commercial correspondence. And thereby lies the answer, in part, to the improperly trained—not to mention the unproductive factor—of the current crop of stenographic personnel. For it must be admitted that the prevalent practice of requiring typists to write in the addressee appendage on business letters, repeated many times a day, is without question an economic waste.

Yet, the majority of commercial schools with which I am familiar still persist in teaching their gullible students the archaic methods of conducting correspondence as expounded in textbooks published, seemingly, aeons ago. As that eminent radio wizard, W. Winchell, (whether you agree with his philosophy or not) would expostulate "WHY?" I just don't know the answer to this question. Nor can any of us do much perhaps towards correcting such an unprogressive attitude at the educational level. In the meantime, the battle of attrition will continue to bore from within, eventually resulting in forcing an abandonment of the rules by rote and a gradual appreciation, on the part of our secretarial school staffs, of the benefits of modern methods of handling correspondence.

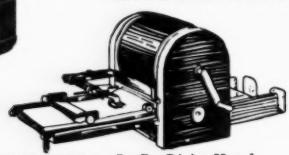
Am I too radical or ahead of my time in proposing these sensible "new" changes in our current decadent practices of contacting customers by mail? No, indeed. Some prominent corporations have for years made it mandatory upon their stenographic force, in the interests of economy, to eliminate the address of the recipient at the beginning of business letters. This practice is particularly popular in interdepartmental communications or with correspondence directed to branch offices throughout the country. It's also standard operational procedure in the military services. And right here, I want to put in a "plug" for their

## METERED MAIL MACHINES



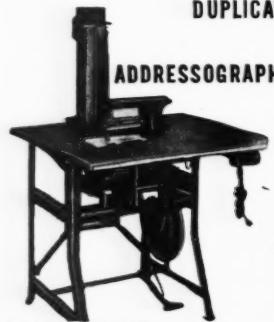
Pitney-Bowes in all models. Hand and Electric.

## DUPLICATORS



A. B. Dick. Hand and Electric. Multilibit. Standard and Ditto liquid duplicators.

## ADDRESSOGRAPH



All models. Hand and Electric. Also Graphotype embossing machines.

All Addressograph Accessories: Plates, frames, tabs, cabinets, trays, parts, etc.

## FAST, ACCURATE ADDRESSOGRAPH PLATE EMBOSsing SERVICE

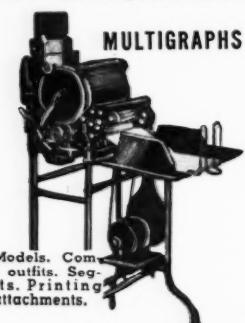
## MAILERS SERVICE & EQUIPMENT CO.

Mailers Building, Dep't R-2, 40 W. 15 St., N. Y. 11

## SUBSTANTIAL SAVINGS

## ON GUARANTEED REBUILT MAILING MACHINES and EQUIPMENT

## MULTIGRAPHS



All Models. Complete outfit. Segments. Printing ink attachments.

## MAIL BAG RACKS



In several sizes. Holds bag securely. Easily turnable. Flap hooks permit easy removal of fully weighted bags.

## FOLDERS



Multigraphs and Baum. 1, 2, or 3 folds depending upon model.

efficient system of conducting correspondence. Regardless of the snafu aspects involved in other routine phases of the military, there's no waste effort with them in writing letters. In the armed forces correspondence *must* be conducted on a specific economical basis, or the communication bounces back to the writer with a "gig" attached to it.

Can businessmen learn a lesson here from the military? I think so.\*

All of which prelude jolts me back to attention as to the original purpose of this Reportorial session. Here are some specific suggestions for the conduct of business correspondence wherein you don't need to bother to write in the name and address of the recipient of the letter:

Why not just plain "Gentlemen" or "Sirs", if the communication is to be addressed to a corporation? Both of which designations are polite and command the respect of businessmen. Or, if you want to be less formal in addressing a group of individuals, how about "Fellow Craftsmen"? The appellation "Friend" can also be used under similar circumstances. Or if you wish to write to an individual, why not start the letter with the person addressed, such as Mr. R. U. Wyse? In the case of a close relationship, you can begin the communication with the simple, casual designation of "Joe". Or how about acquiring the quick lead-in technique (elimination of the word "Dear") as described in our previous briefing session?

Have you ever become bored and utterly exasperated at the flowery introduction of a toastmaster at a banquet? Then to add further insult to injury, the important speaker of the occasion must, according to the time-honored dictates of custom, recognize the "big shot" personages known as head-tables. He starts in maybe like this: "Mr. Toastmaster, Your Excellency the Governor, Congressman Whozit, His Honor the Mayor, Wardheeler Whatzit, distinguished guests," (naming them all) ad infinitum. Is so much froth necessary? While the poor, suffering Joe Doakes in the audience are saying to themselves "when will he get down to the point of speaking to us?"

The same principle holds true in letter writing. Your customer isn't

(Continued on Page 21)

## IMPROVED HAMMERMILL BOND

... now at the highest quality in its history



**THE "WHITEST" HAMMERMILL BOND** ever produced: compare it with any other all-purpose office paper. See how much brighter this clearer, more glare-free, snow-white paper is... and agree it is the *whitest* Hammermill Bond ever.



**BETTER, CLEANER** paper! You'll see how an improved process keeps it cleaner, uniform in strength and dependability... the best *all-round* Hammermill Bond in its history.

**TAKES CLEAN** erasing. You'll find it takes quick, clean, neat erasing. No retyping of whole letters because of one mistake. Saves stenographers' time. Avoids paper waste.

**FEEL THE DIFFERENCE**... and note the sturdiness of improved Hammermill Bond. It stands up well in the mail and in your files. Prove it yourself. Send coupon for free sample book.

**Mail coupon for FREE sample book now . . .**

Contains samples of improved Hammermill Bond in wide range of pleasing colors . . . and the brighter, purer white in five substance weights.



**WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC**

# HAMMERMILL BOND

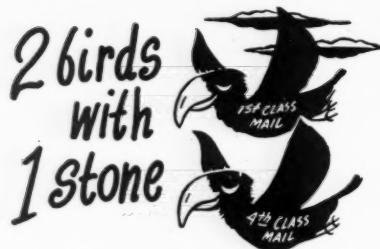
Companion papers for office use include  
Hammermill Mimeo-Bond and Hammermill Duplicator

Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania

Please send me—FREE—the sample book showing the improved Hammermill Bond.

Name  Position   
(Please attach to, or write on your business letterhead)

RDMA-JA



Of course, "killing two birds with one stone" is just an expression. But, you can do two jobs with one envelope — a Shepco Two Post Envelope. This versatile container will deliver your samples, mailing piece, or catalog simultaneously with your sales letter. For further information, write today to SHEPPARD, Dept. 32.



Mfd. by SHEPPARD ENVELOPE COMPANY  
One Envelope Terrace, Worcester 4, Mass.  
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.  
Phone: MURray Hill 3-8160-61

## Professional MAILING LISTS

Physicians, Dentists, Osteopaths, Drug Stores, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals

- Corrected daily.
- Stencil addressing at low cost.
- Write for count bulletins and prices.

Fisher-Stevens Service, Inc.  
345 Hudson Street  
New York 14, N. Y.

# The Post Office Uses the Mail . . . and Gets a 55% Response

One of the best stories of the month concerns the use of Direct Mail by the Post Office Department itself. Something all of us have been hoping for . . . for a long, long time. Mailed in October . . . the statistics on results are just now available.

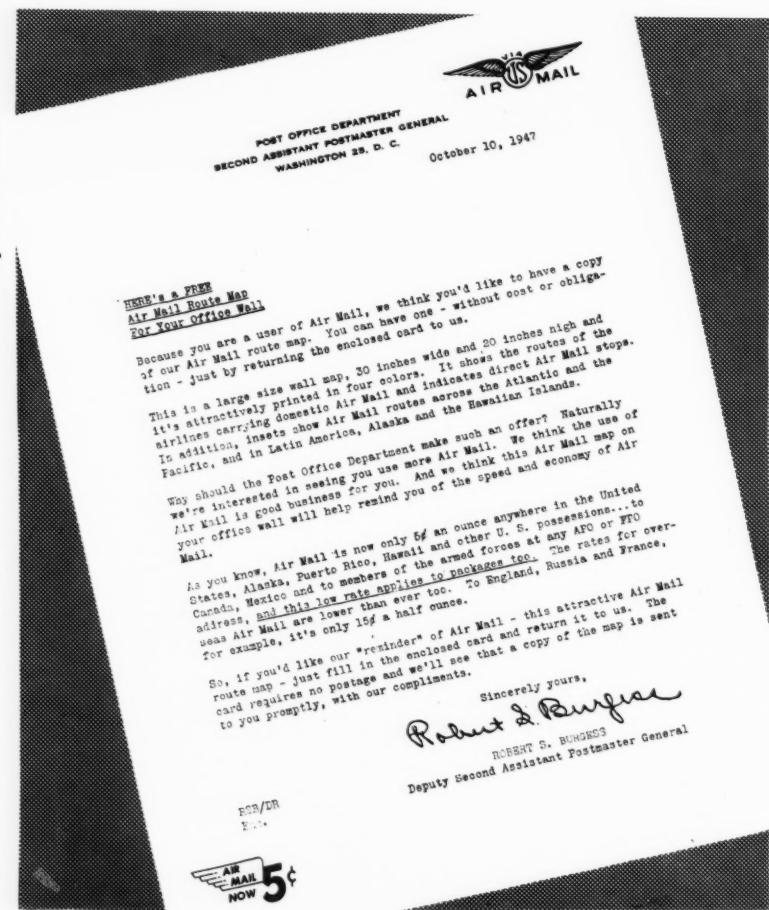
Reproduced here is the processed form letter mailed by Robert S. Burgess, Deputy Second Assistant Postmaster General. Enclosed was a return card (penalty frank—no stamp required).

Thirty-six thousand business men throughout the country received the letter. To date, more than 20,000 cards have been returned and some are still coming in. That's better than a 55% response. Who says that only 2% of the people read Direct Mail?

Naturally, the Post Office officials are enthused about the high response. Direct Mail people are enthused, too . . . because this satisfactory test may furnish the stimulant for additional campaigns to promote the services of the Post Office . . . and thus improve those services.

Preparation and production of the letter was handled by Dickie-Raymond of Boston, with the cooperation of Air Cargo, Inc. D-R aimed at an all-out response . . . and got it.

REPORTER readers can get their copy of the helpful Air Mail map by writing Second Assistant Postmaster General's Office in Washington 25, D. C.



## A SUBJECT THAT IS NEVER OLD

A recent letter from Elmer Roeper of Peerless Fashion Service, Inc., 121 West 19th Street, New York 11, N. Y.; once upon a time Business Manager of Postage and The Mailbag.

Dear Henry:

Maybe Direct Mail has emerged from the days when mailing lists were food for feature articles but when I see examples like the enclosed\* I am convinced that the subject of lists will never grow old.

What makes these mailings such horrible examples is the fact that they emanate from a Direct Mail house.

Good paper, a nice message, the attention value of mailing from Santa Claus, Indiana, and 3¢ postage is wasted on a list that has not been checked in over ten years.

Paris Style Features Incorporated and Paris Pattern Company have not functioned since 1936. Robert Wright is back in Canada, Miss Fox has married and has babies.

Aside from this sordid Direct Mail picture, here is wishing you, the family, the business, and Miss Strutzenberg the best of everything in 1948.

Sincerely yours,

*Reporter's Note:* Yes, Elmer, it is a shame to spoil an otherwise good mailing by poor list marksmanship. I'm sending your three horrible examples of "dead names" to the perpetrators of the crime. Good luck and write again. I'm trying to get our old boss, John Howie Wright to give me a series of monthly articles for an "old timers corner" in which he can talk about subjects like this which never grow old.

## STORY TELLING TECHNIQUE

The current crop of sales letters emphasize that copywriters are getting back to selling. THE REPORTER intends to give you just as many actual examples as possible. Here is a form letter which appeared on the very excellent letterhead of Mercury Messenger Corporation (461 Fourth Ave., New York 16, N. Y.), over the signature of I. Seider:

Hello—

Did you hear about the beautiful blonde who received a diamond engagement ring about the size of an over-ripe grapefruit?

It was big—it was dazzling, and she was proud.

FEBRUARY 1948

But no matter how she waved her hand or twiddled her fingers at the bridge club meeting, her ring went unnoticed. Finally, in exasperation, she stood up and exclaimed—"My, it's hot in here—I think I'll take off my ring!"

We hope this little story gave you a chuckle. Because we at Mercury feel a little like that blonde.

You used our messenger service at one time. But according to your file card, you haven't called us for quite some time. Like the blonde, we have something we're mighty proud of. Something you probably haven't noticed because you haven't used our service lately.

It's a new, streamlined and spot controlled\* type of messenger service based

on the largest and most extensive facilities in America.

NOW—12 conveniently located offices for "spread coverage" anywhere.

NOW—Increased personnel for truly fast and friendly service.

NOW—\*Central office control where your call is relayed to the office nearest you.

NOW—New motorcycle trucks and jeeps for both light and heavy deliveries.

NOW—Low rates, actually designed to SAVE YOU MONEY, when weighed against any other type of messenger service.

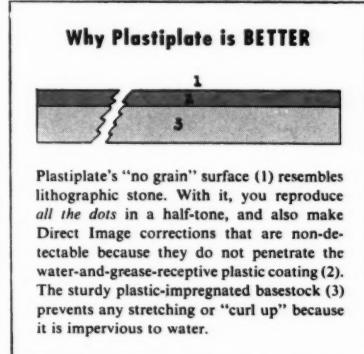
Let's hear from you, we'd like to show off for your benefit.

## Have YOU tried



## for offset duplication?

Now you can obtain *better* offset duplication at *less cost* by using Remington Rand's revolutionary Plastiplate—either Direct Image or Photographic.



Plastiplate's "no grain" surface (1) resembles lithographic stone. With it, you reproduce *all the dots* in a half-tone, and also make Direct Image corrections that are non-detectable because they do not penetrate the water-and-grease-receptive plastic coating (2). The sturdy plastic-impregnated basestock (3) prevents any stretching or "curl up" because it is impervious to water.

*\*Trademark*

— Cheaper than metal, more dependable than paper—Better than Both! —

# Remington Rand

Duplicator Supplies Division  
2 Main St., Bridgeport 1, Conn.

Firm Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed by \_\_\_\_\_

Send me without charge 3 Photographic Plastiplates.  
 Send me without charge 3 Direct Image Plastiplates.  
I use a \_\_\_\_\_ typewriter and a ribbon of \_\_\_\_\_  
 cloth fabric     carbon paper.    My offset machine  
is a \_\_\_\_\_ Model No. \_\_\_\_\_

Back in November when this Reporter heard on the radio that the British Government would further restrict advertising . . . we asked Martin Perry, a member of our Editorial Advisory Board to keep his eyes on the situation and give us a report.

## The New Advertising Situation In Britain

By MARTIN PERRY

In November the Government decided to introduce new legislation to restrict National Advertising—presumably with the object of preventing the expenditure of large sums in so-called "wasteful" advertising.

Hitherto, expenditure on advertising and publicity has ranked as a commercial cost and could be included in total cost figures before arriving at net profits for tax purposes. The new Finance Bill ordained that only 50% of such expenditure should rank for tax deduction.

It was to apply to Press, Poster and Film advertising, but not to Trade Press, Journals or, (apparently) Direct Mail.

Resistance was immediate.

All the leading Associations of Advertisers and Manufacturers entered vigorous protests. This, they claimed, was flouting the old principle that advertising was an essential cost in commerce. It was penalizing some forms of advertising and not others. It was imposing hardship on those concerns who had given up the manufacture and marketing of their normal

products to win the war, and now needed to rebuild their markets.

It would make Britain's Export drive more difficult, since successful export depends on a thriving home market.

These and other protestations poured in to the Chancellor of the Exchequer; deputations arrived from all influential bodies and—finally the Government gave way.

They agreed to drop the tax for six months and give the Associations an opportunity to put up an alternative proposition by which they would restrict their advertising on a voluntary method.

There, for the moment, the matter rests and we are awaiting the new suggestion.

Direct Mail took a heavy blow this week. The weight of paper allowed for mailing has hitherto been 20% of the weight mailed in 1939 or one cwt. in three months.

This week the 20% allowance was cut to 10%—made necessary by our serious shortage of paper.

Reactions to this are not yet to hand, but to my mind they will take the following form.

- (a) The new ration means that Direct Mail takes a more serious cut than any other form of advertising.
- (b) The amount of Direct Mail being employed today is so small—due to other factors—that the saving will not be large.
- (c) The ration is based on an unknown factor. Few, if any, companies could determine with any accuracy the weight of paper they mail in three months of 1939, and no officials are likely to be able to check it without long and costly investigation—and perhaps not then.

It should, of course, be remembered that the last six years have taught us how to cut on the total weight of mailings. Through the lean years of the war when paper was so vital we accustomed ourselves to flimsy letter paper cut to half sizes and typed both sides; thin envelopes; literature on the thinnest art paper and so on.

The result is that the 10% or 20% in weight does represent a greater

**LETTERS ARE  
meant to be read!**



To keep your letters out of that popular file, the wastebasket...put your story on a subtly different paper—a paper that matches the importance of your story. Ask your printer. Because he is wise in the wherefores of paper it's more than likely he will recommend that you use Rising Line Marque.

**Rising Line Marque**

✓ 25% rag ✓ exclusive pattern inspired by Italian Handmade paper ✓ 2 weights  
✓ 3 pastel shades and white ✓ envelopes in 6 sizes  
✓ excellent printing surface for die-stamping, lithography, gravure or letterpress

WHEN YOU WANT TO KNOW...GO TO AN EXPERT!

**Rising Papers**

ASK YOUR PRINTER...HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

volume of mailing items than those figures represent. We have probably reduced our weight by at least 50%, so that the old allowance of 20% weight probably represented 40% of pre-war mailings.

Now that the 10% ration is established, we can expect to see greater ingenuity in reducing weight still further.

*(Continued from Page 17)*

the least bit interested in seeing his name (and certainly not the address) in type at the beginning of a business communication. He wants you to get down fast to the basis of facts first without all the flourishes incident to our antiquated correspondence system. And if you, in the bargain, can make your letter *interesting* to the customer, so much the better for everybody concerned.

\* Our next Reportorial session will discuss in some detail the efficient principles of military correspondence, especially their use of "short form" communications that can be adapted to advantage in business.



## Playing POST OFFICE

By: EDWARD N. MAYER, JR.

Mrs. Katherine St. George, Congresswoman from the same district that sent Ham Fish to Washington for so many terms, introduced a bill in the House late in January, H. R. 4953, which calls for a three-man board to be established in the Post Office with powers to fix postal rates and fees, is the result of the hearings held on Postal Rate procedure by her sub-committee. The rate commission would be empowered to make annual recommendations for changes (upward or downward) in postal rates. Each year, on January 3rd, the commission would report its findings to Congress. If Congress didn't vote them down and the President ac-

cepted the recommendations, they would go into effect on April 1st of the same year.

Personally, we can't see what would be gained by such a rate commission. Under the present setup Congress sets rates . . . and under the new arrangement Congress would still (in fact) set the rates. Today the Post Office "suggests" rather than "recommends" but it hardly seems worth adding a new law to the books if nothing tangible is going to be accomplished.

Although we're obviously in the minority, we still believe a rate commission should be established. But said commission should have the

# PRINTING

... for **EXCELLO** provides  
the "know how" to assist you in organizing  
your art and copy . . . determining  
your method of printing . . . producing your work  
economically and quickly. Publications,  
catalogs, booklets, direct mail from black  
and white to full color . . . Now over one million  
impressions a day.

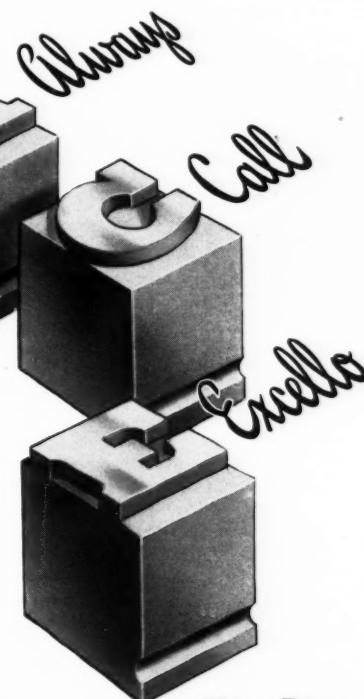
Make your next job



high in quality.

# **EXCELLO PRESS INC.**

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •



**Van Buren  
8790**

same powers as the I.C.C. It's completely ridiculous to expect a rate commission such as is outlined in H. R. 4953 to make much sense while Congress retains the power to establish new Post Offices, change salary classifications and all in all use the Post Office for political as well as social gains.

It seems to us that it should be, in the words of the song writer—"All or Nothin'." Let's have either a rate commission that controls the entire operation of the Post Office and thus could base its rates on completely businesslike and accurate costs and selling prices, or let's keep the present system and have Congress continue to fix rates as it sees fit. You're right . . . we think that H. R. 4953 should not be passed and we hope you'll take some definite action about it.

Speaking of Post Office salaries as we were a few moments ago, brings up all the recent publicity the question has been receiving in the press. The picture as it stands today is pretty well covered in an excerpt from

a dispatch from Washington, carried in the New York World-Telegram of January 12th.

"Abraham C. Shapiro, president of the New York City unit (Empire Branch 36) of the National Assn. of Letter Carriers, said he was sure that the bill ultimately adopted will be one introduced by Senator Raymond E. Baldwin (R., Conn.) calling for an \$800 boost. Both of New York's Senators, Irving M. Ives, (R), and Robert M. Wagner (D.) have given assurance they will support the Baldwin bill, according to Mr. Shapiro.

"The New York unit, which represents 4700 metropolitan letter carriers, recently went on record favoring a salary increase of \$1200.00.

"The two-day conference, opening this morning, will draw up a long-range program. Chief points are expected to call for increasing the annual retirement pay of postal workers by \$300, a (substantial) salary boost and increased compensation awards."

We certainly feel that the carriers, clerks, etc., should get a boost . . . but we hope the Congress doesn't decide that mail users have to pay higher rates to cover the increases. After all, when other government employees get salary raises, we don't

have tax increases or pay more for the services we get from the Commerce or Agriculture Department to mention only two.

•

Maybe there's a ray of light breaking through the clouds on the whole operation picture of the Post Office. We're still convinced it's the most efficient of all government departments but we're mighty glad to see that the Hoover Committee (The Commission on Organization of the Executive Branch of the Government, to you) has designated Mr. George H. Mead as its member to be in charge of the survey of the Post Office. His first move was to employ the firm of Robert Heller & Associates of Cleveland, Ohio, to handle the survey and bring in suggestions. Just what will happen remains to be seen . . . but we like the statement of Postmaster General Donaldson to postal employees about the investigation. Here it is as reported in the Postal Bulletin of January 6th.

It is my desire that the officers and employees of the Post Office Department and Postal Field Service cooperate fully with the members of the Commission and the members of the firm of Robert Heller & Associates by furnishing all information and data that may be requested relative to the organization and methods of operation of the departmental and field services."

In case you haven't already received yours, we'd advise you to write to the National Better Business Bureau, Inc., 405 Lexington Avenue, New York 17, N. Y. for a copy of their periodical Bulletin No. 1439 "The Use in Advertising of Postage Stamps, Coins and U. S. Securities." In a well written summary it explains all of the rules and regulations covering the reproduction of stamps, etc. and is well worth filing for present and future use.

○

Delay in the delivery of all classes of mail matter may really be getting some attention in Washington. The Mail Advertising Service Association made a careful study of the time it took to deliver its regular bulletin to members and then forwarded the findings (which were unbelievably bad) to Washington. Here is an excerpt from the letter received in answer to the complaint.

"This office has received a number of other complaints concerning delay to third class matter. During the past two or three



## Boy fiddles while boss burns!

Two important letters were expected in the first mail—and the Boss wanted them fast! But at 9:25 Junior still stabbed envelopes, had most of the early mail unopened!

Does your office wait while mail is opened and distributed? Then you ought to have the Pitney-Bowes MailOpener! Electrically powered rotary knives of tough, long wearing alloy steel clip clean the

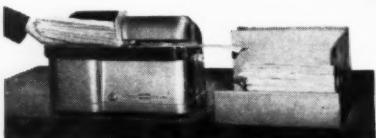
envelope edge without cutting contents...feeds, opens and stacks hundreds of envelopes per minute . . . handles envelopes of varying size or thickness...efficient, quiet, smartly designed, the MailOpener helps get mail distributed quickly, saves time, is a real office economy.

Ask the nearest Pitney-Bowes office for a demonstration, or write for an illustrated folder!

**MAIL OPENER**  
A PRODUCT OF



PITNEY-BOWES, Inc.  
2015 Walnut St., Stamford, Conn.  
Makers of the postage meter. Offices  
in 63 cities in the U. S. and Canada



# Vari-Typer writes with PRINT-STYLE TYPE

in over 300 attractive styles and sizes

Vari-Typer\* looks like a typewriter, is easily operated by a typist. But it uses *instantly-changeable type* that can give your forms and bulletins the appearance of printed matter at a cost so low it's hard to believe.

\*Reg. U.S. Pat. Off.  
and foreign countries  
Marca Registrada  
Marque Déposée



## LARGE TYPE FOR HEADLINES

Book and News Types for fine Appearance

Italics OR BOLD FACE FOR EMPHASIS

CONDENSED TYPE FOR FORMS AND STATISTICS

ψαξ "σεξεδχρφωτγβ "ηνυθμικ, ολ. π~

And Type for Any Language

## GIVES A PRINTED APPEARANCE to office stencil and offset duplication

Vari-Typed stencils or master copy are automatically spaced . . . with both margins squared . . . clean and sharp . . . ready to be run off the same day in any duplicating, offset, hectograph, blueprint or photostat machine. Average savings in cost are tremendous, sometimes as high as 80 percent! Write today for Booklet No. R 12 or demonstration. RALPH C. COXHEAD CORP., 333 Ave. of Americas, New York 14, N. Y.

months action has been taken to expedite the handling of such matter. According to more recent reports much improvement has resulted from this campaign and even though not entirely satisfactory as yet it is believed that considerable improvement will result from this campaign in the future. Field officials of the Railway Mail Service are being informed relative to the information furnished by you, and may I suggest that if the desired improvement does not result that you again bring the matter to the attention of this office.

"We appreciate your bringing this matter to our attention since it is primarily through the receipt of information such as you furnished that the Department can proceed to correct unsatisfactory conditions.

Sincerely yours,  
G. E. Miller  
Director of Transportation"

Note particularly that last paragraph. If you have any complaints (and who hasn't, these days) be sure to send them along to Mr. Miller. Who knows, maybe the corner has really been reached and good deliveries will be back to stay.

Special note to manufacturers of Rural Mail Boxes. The following from the Postal Bulletin of January

20th may be worth following with a mailing to your farmer lists.

### "VOLUNTARY REPLACEMENT OF UNSERVICEABLE AND UNAPPROVED RURAL MAIL BOXES.

"The Department is interested in bringing to the attention of the rural delivery patrons the idea of replacing the present makeshift rural boxes with approved metal rural mail boxes.

"During the war years the regulation requiring approved boxes was not enforced because scarcity of material made it impracticable to obtain those boxes. Now that metal is again available for the purpose and many rural box manufacturers are supplying boxes in reasonable quantities, patrons should be encouraged to replace their boxes as soon as it is convenient to do so. It is not intended at this time to compel such replacements and the matter should be left entirely in the hands of the patron.

"When a rural carrier finds an unsatisfactory box he should courteously call attention to the fact that an approved box would be desirable but not make the patron feel that the replacement is obligatory.

"This is a campaign to encourage voluntary replacements and all postmasters of offices from which rural routes emanate

should give this as much publicity as possible through newspapers, radio, etc., without expense to the Department."

The demand for stamped envelopes (both printed and plain) is increasing so rapidly that it now takes seven to eight weeks to fill orders. If you're planning to use some this year, we'd advise that you place your order immediately. Postal authorities tell us that they see no possibility of a let-up in demand or a speed-up in delivery.

• SLICK STUNT . . . pulled by New York office of Dickie-Raymond. Telephone company notified them they'd be on a new exchange with a new number. Quick thinking and selling induced telephone company to allocate same number as Boston office. Now D-R clients need remember only different exchanges. In Boston it's Hancock 3360—in New York it's Murray Hill 7-3360.

• THIS REPORTER was grieved to hear of the death on January 2 of his old friend Charles Potter Titsworth, Vice President of the Miehle Company. Charlie was well known and liked in the entire graphic arts field.

## Mail Order Round-Table

With this issue, THE REPORTER is making a change in its handling of Mail Order news. For a number of years we've been running the Mail Selling Scrapbook conducted by Jim Moseley of Boston. The "field" has grown large. It's scattered all over the country. The list brokers now have a national Association. So the time has come to make this corner, just as we are making the entire magazine, more than a one man column. All of the list brokers will cooperate in furnishing us with monthly up-to-the-minute news about what's happening among the big mailers. The mailers themselves are being invited to send us their news, kicks, theories or what have you. All users of the mail, whether you use "mail order" or not, should be in-

terested in this department . . . for here you will find the ideas of the men and women whose day by day income depends on making every dollar spent pay a profit.

"How long should a sales letter be?" That's an ancient question which pops up at nearly every Direct Mail meeting. The Wall Street Journal (44 Broad Street, New York City) recently violated all the so-called formulas by mailing a *six-page letter* without a descriptive folder but with an order blank and return envelope. For 5 1/4 pages the letter is simply a reproduction of the interesting, fictional story titled "The Enlightenment of Phineas Phigg" which has also been used in Wall Street

Journal space advertising. In a humorous vein it tells of the experience of a businessman who did not read the Wall Street Journal. On the bottom of the last page are eight lines of copy making the subscription offer. The mailing is distinctive. It is head and shoulders above the current crop of copy-itis promotions. We haven't learned the percentage of returns . . . but they should be high. (Flash note: Lawrence Chait modestly admits results have been swell.)

To get business at low cost between catalogs, Lewis and Conger sends this letter:

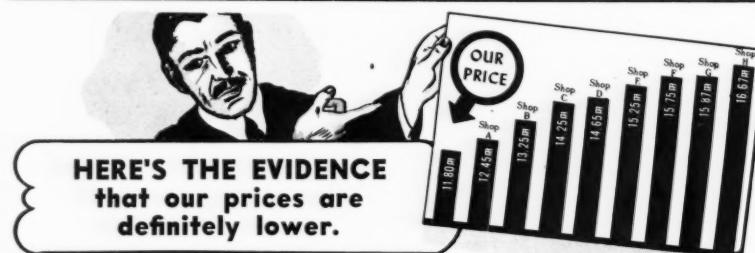
"It's such a long span between our two catalogs—the Spring and the Christmas catalogs it occurred to us that you might be glad to receive a picked assortment of attractive merchandise now, well worth the few minutes it will take to read about them."

The merchandise is described on separate, individual inserts,—each an order form. Simple and flexible.

PINESBRIDGE FARM mailed a courageous and unusual announcement just before Christmas. It read:

"Sold out! Please! No more Christmas orders." Idea could be used oftener. Most of us are attracted by "STANDING ROOM ONLY". Nothing succeeds like success.

In THE REPORTER'S estimate of total Direct Mail volume, we fixed an average cost of 5¢ for third class pieces. Some have said it is too low, others too high. Lewis Kleid of Mailings, Inc. (25 West 45th Street, New York 19, N. Y.) in the January issue of "Pay Mail Reports" (new name for his house magazine) has an interesting item on costs. He reports that he has been surveying mailers to discover how much "a complete mailing package" is now costing. The mailing package is (1) the outside envelope, (2) a letter, (3) the basic circular, (4) the order form, (5) the business reply envelope. On the basis of 100,000 pieces, Mr. Kleid's survey indicates prices are ranging from \$45 to \$60 per thousand.



Nine letter shops were invited to quote on part of the 1948 mailing requirements of one of the country's largest publishers. The amount involved was in excess of two million pieces, using four different efforts.

The chart above indicates the wide range of prices in the mailing industry and proves beyond doubt that competitively our prices are lower.

Here is your way to stop rising mailing costs. Send us a typical mailing piece for our quotation. Then compare it with your present costs.

MAILING: (per operation) .40M Elliott Stencil Cutting (incl. stencil) 25.00M  
Addressing (3 lines) .50M Multigraph or Offset Running .15M

**CREATIVE MAILING SERVICE, Inc.**  
Affiliated with  
**TRADETYPE, Inc.**

24 SOUTH GROVE ST.  
FREEPORT, L.I.  
9-2431 9-3840

A recent study by ARTHUR MARTIN KARL, New York City List Broker

reveals the most active mass mailing months. October hits peak; with November slightly higher than September. January reaches a lesser winter peak with February nearly equal. March falls off a good bit, especially around income tax time, but activity resumes in April, starts diving downward through May, June to year's low around July 1st, then moves up steadily through July, August and on and up in September.

Arthur Karl emphasizes that each individual mail order business may furnish "exceptions" depending on business conditions, unseasonable weather, sensational news breaks, etc.

The "grapevine" reports high price foods sold by mail are showing a definite upward trend. And some of the methods are unconventional. Gourmet Delicacies, Inc., New York, are offering among other things, caviar by mail. And of all things . . . using "cheap" penny postal cards to carry their message. A recent card offers four pound jars of caviar for only \$195.00.

And they are selling the stuff.  
Mail Order is wonderful.

"YOUR NAME STAMPED IN GOLD FREE ON ANY McGRAW HILL BOOK". That offer in an attractive 4-page holiday folder reduced refusal or return headaches. Very few gold-stamped books bounce back.

At the last meeting of the Associated List Brokers, Willa Maddern, 215 Fourth Avenue, New York City, was elected the new chairman to take the place of Ed Proctor of the Guild Company, New York City, whose term had expired. George Bryant of Chicago is the new Vice Chairman. H. Ruby of James True Organization, New York City, became Treasurer, while Mary Sullivan of D-R Special List Bureau, Boston retained her old job as Secretary.

HAMLEY & COMPANY, Oregon cowboy supply people, use a colorful green envelope with large printed flap . . . for a slow account collector.

Here's the copy:

"checks Checks CHECKS C-H-E-C-K-S  
C-H-E-C-K-S. Our books show you  
owe us a balance of \$\_\_\_\_\_. Send  
us a CHECK, if you can, inside this  
envelope. If you can't then just  
CHECK below:

- "This account was paid on \_\_\_\_\_. "
- "Can't possibly make it today. "
- "Will send a check surely \_\_\_\_\_. "
- "Sending a check but it's post dated a few days. "
- "Enclosed is a part payment. "
- "Here is payment in full. "

"Thanks for your courteous way of checking up."

Walter Drey, New York City List Broker, issued Volume 1, No. 1 of a new house magazine in January. Name, "Drey's Mailing List Visitor." It is a four page 6 $\frac{3}{4}$  x 10 inch job composed on the Vari-typewriter and offset. Walter is reincarnating an old "mail order pioneer" . . . a character created out of a composite of many men and

*(Continued on Page 30)*

**a display** or promotion "idea" carried through from the actual point of conception to finished lithographic production is **CREATIVE LITHOGRAPHY.** Haynes *creates* lithography!

There's a Haynes "Rep" who will help translate your "idea" into Creative Lithographic Action -

BALTIMORE: 30 WEST 25TH STREET • Phone: BELMONT 0861  
WASHINGTON: 1140 EAST-WEST HIGHWAY, SILVER SPRING, MD. • Phone: SLIGO 8000  
NEW YORK: SUITE 303-4, 424 MADISON AVENUE • Phone: PLAZA 8-2740  
PHILADELPHIA: THE INQUIRER BUILDING • RITTENHOUSE 6-5988  
CLEVELAND: 1836 EUCLID AVENUE, CLEVELAND, OHIO • SUPERIOR 4029

# HAYNES LITHOGRAPH CO., INC.

IN SILVER SPRING, MARYLAND, ADJACENT TO THE NATION'S CAPITAL

170,000  
Commercial Trucks  
50,000  
Farm Trucks  
**OHIO'S**  
**Complete**  
**Truck Registration**  
**Available**  
By COUNTY  
By MAKE  
By SIZE  
From 1947 Records

★  
**Ohio Motor List Co.**  
ZANESVILLE, OHIO



For fifty years Samuel Cupples has been manufacturing distinctive envelopes for the consumer.

**S.**  
**CUPPLES ENVELOPE CO., INC.**  
360 Furman St., B'klyn 2, N.Y.

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

**I**N SEARCHING for that item of good cheer last month, which, as you may recall, was a check for a short beer, I came across several clippings and memos I didn't have time to mention.

One penciled memo on the back of an old envelope was, "Why don't advertisers stick to selling their own products, goods or service and lay off selling 'causes'."

I recall that the memo was penciled at the end of a radioed crime program when the sponsor's blurb cut his commercial by a few seconds to sell his unseen audience on going to church.

I suspect I am sticking my neck out in criticizing advertisers who go along on "cause" campaigns. I will probably be branded as a communist or even worse by those who point with pride to the wonderful achievements of war time advertising and I'll doubtless rate a sneer from Soaper Luckman and his aides who mapped the campaign to "save food and save the peace."

My criticism is not of the "causes". It is of the advertisers who use the "causes" in the hope of building good will that will be reflected in increased sales.

It is this man's opinion—and it would be interesting to know how many secretly share it—that a large percentage of big-hearted advertisers who donate space and time for "causes," would renege if asked to donate, anonymously, the cost of such space and time to independent campaigns for such causes. They want their right hands, as well as the public, to know what their left hands are doing.

Can I have an "amen".

"Pity the poor Austrian people," was another penciled memo on the

margin of a newspaper clipping of a report that the Austrian people are to be told of the benefits of American aid by means of a "singing commercial" broadcasted from the U. S. Army's radio station in Vienna. It will be sung to the tune of "Happy Days Are Here Again," by a double quartet of men and women. It is concocted to rhyme in German words, which translated into English would go something like this:

"Everything comes from the United States that I have in my provision room. Yes, happy days are here again and I recognize them joyfully."

An editorial comment, in the same paper—The Pittsburgh Press—so parallels our own opinion that we reprint it verbatim:

"There's a lot to be said for the ideas that people in Austria, and other countries, should be informed of what America is doing to help them. But this "singing commercial" technique easily can go much, much too far, as American radio listeners have excellent reason to know."

As developed to its present peak of perfection in this country, it has all the subtlety of a sledge hammer, and its cuteness is enough to turn strong stomachs.

So, if it absolutely must be tried on the unsuspecting Austrians, we suggest that it be on a one-time-only basis. That is, if we want them to listen to our radio programs with gratitude rather than repugnance. For we can think of practically nothing that loses appeal with repetition as fast as a singing commercial."

We really intended to let the above editorial comment end the item on the subject of singing commercials, but we feel the urge to add our own two-cent's worth in the form of a prediction that the wave of singing commercials will continue until the arrival of the prognosticated depression, recession or whatever you want to call an economic condition that makes frugality necessary. Under present conditions . . . demand for products advertisers are singing about is putting more money in their pockets



## Stop throwing your money away

by sending out direct mail advertising and letters which lack that necessary spark and human interest which will keep it out of the waste basket. A good letter gadget is the answer. Write for my catalog which should give you some good copy ideas and will decidedly increase the pulling-power of your direct mail efforts.

A. MITCHELL

111 W. JACKSON CHICAGO 4, ILL.  
Room 735

than they know what to do with, but when and if prophecies of the prophets come true, these advertisers will find, as some of them have found in the past, that it takes more than a song to sell their products. It seems too bad that there are no other means of clearing the air waves of the silly and inane singing commercials that annoy and irritate a large percentage of the public, but, in this man's opinion, their end would justify any means.

"RINSO—try to find out why—" penciled on the cover of a box of aspirin I always carry in my pocket puzzled me a bit but it finally came to me that it was a reminder to scan the advertising journals carefully for any mention of Lever Brothers changing their blurb—or his style of talking—on the Amos and Andy program. We found no mention of the switch in blurb style but we assume it was due either to a falling off in sales of Rinso or protests from women who resented being talked to in an affected tone of a cracker-barrel sage.

It seems to me, Henry, I heard a bit of a discussion among some of the boys in Cleveland last October, on the matter of dropping the word "mail" from the D.M.A.A. If my memory serves me right, you took the negative side. I didn't take any part in the discussion, but if I had taken part in it, I believe I would have backed you up and would have suggested that it might be a good idea to stress its value to advertisers who do not use it.

There are a lot of advertisers who apparently believe that they can save money by advertising direct without use of the mail. Many of them probably would change their minds if they saw the waste of printed matter delivered by other means.

Here is a case in point:

In our business we use six rooms. A door in each room opens to the hall. The other morning I found from two to five identical folders announcing a new location of the Capital Airlines' offices, outside of each door. There were 23 in all. While the doors were all equipped with mail slots, the distributor apparently found it more

(Continued on Page 28)

# DON'T TURN AWAY

—just because

you have an advertising agency

We can bring you something few agencies can match—over a quarter of a century of specialized experience in Direct Mail Advertising and Mail Selling.

Many advertisers, including some of the largest in the country, with prominent space agencies, retain us to plan and prepare the Direct Advertising part of their schedules.

May we tell you about the THREE WAYS we might be of service to you?

Earle A.

**BUCKLEY**  
Organization

1420 SOUTH PENN SQUARE  
PHILADELPHIA 2, PA.

## THE LIST FIND OF '48!

For Selected  
Non-Competitive  
Mass Mailers

### ONE MILLION WOMEN MAIL ORDER BUYERS

For test, partial, or complete mailing, here is a brand new list of proven and versatile buyers—all of whom ordered within the past six months.

Rental only through the list owner.

Write or wire  
**GRAPHIC ENTERPRISES, INC.**  
232 W. 18th Street  
New York 11, N. Y.



*"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."*

### **Are you reaching the right people, FOR YOU?**

For your next mail promotion, consider trying a carefully chosen list of the **RIGHT** people for you . . . not just names, but folks *known* to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate *rental* basis. Tell us what you're selling and we'll make suggestions without obligation.

#### **D-R SPECIAL LIST BUREAU**

(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

### **GET 2 PROFITS —instead of one— from YOUR LISTS!**

Your own mailings to your Lists produce regular sales and profits for you. But, once you've used them for that, they can **EARN YOU A SECOND PROFIT** by being addressed on a one-time basis for high grade non-competing **MOSELY MASS MAILER** CLIENTS, okayed by you, at a good margin for you. Thus,

### **YOU DOUBLE YOUR OPPORTUNITY for MORE CASH PROFITS!**

*Send full details about your lists to  
Dept. R-1*

#### **MOSELY**

*Selective*

#### **LIST**

*Service*

**"MOSELY sends the CHECKS"**

38 Newbury St.  
Boston 16, Mass.  
MAIL ORDER LIST  
HEADQUARTERS

convenient to toss the folders on the floor of the hall.

I went to the floor below and in front of all the doors to offices, not yet opened, were quantities of the same folder.

Later in the day, it being Saturday, I stopped at my brother's office, in a building nearby, to pick up the mail, and found three of the folders on the floor inside the door. They had been dropped through the mail slot probably because the building management doesn't allow the halls to be littered.

The Capital Airlines possibly figured it would save money by having its announcements delivered by a distributing agency rather than by Uncle Sam, but according to my limited survey, it must have taken about 10,000 of their two-color folders to reach 2,000 people.

Such literature waste occurs daily all over the country and prompts this man's opinion that the "M" should not only be kept in D.M.A.A. but that what it stands for should be used.

•

Maybe this doesn't belong here, Henry. It may cause you to think that I am trying to grab off a little publicity and the readers of your magazine to think I am plugging advertising in **THE REPORTER**, so you can blue-pencil it if you choose to do so.

What I want to get across is: If the ad I ran in a recent issue of **THE**

**REPORTER** had failed to bring me a single buck, the nice letters I have received from a lot of **REPORTER** readers are well worth the cost of the space I used "less agency commission and 2% for cash."

The letters I have found in my morning mail during the past several weeks have given me a greater and more lasting lift than would any artificial stimulant in liquid or pill form. While buck bills were enclosed with some of the letters, they were secondary to the letters themselves. Almost all of them were written in a light vein. Some of them kidded me; some of them gave me pats on the back and a very large percentage of them called me "George."

Maybe I'm a sucker for kidding, pats on the back and gestures of friendliness but they mean more to me than my stocks and bonds, my vast country estate, my private yacht or my fleet of pleasure cars.

These letters have proved to this old codger, who has grown somewhat cynical and soured, that there are still a lot of human beings in the world regardless of the impressions created by the ordinary run of business correspondence.

Most of the letters in the average business man's morning mail leave him cold, raise his blood pressure or produce a headache. It may be that the writers of such letters are human but they seem to do little to reveal that fact, with the result that they, in turn, receive replies that increase their blood pressure, leave them headache, cold or indifferent.

### **STARTED . . . and rolling along!**

**W**HAT we've been merely *talking* about since last September . . . has now actually started. The first country wide group enrolled in our new Direct Mail Training Program received their first section early in February. From now on, these serious students will receive during the period of one year, twenty-four sections packed with information on every conceivable phase of Direct Mail. Upon completion, they will have (permanently filed in a handsome binder) the most elaborate encyclopedia of Direct Mail ever produced. They will also have received assignments and individual criticism. It is not too late for additional enrollments. Arrangements have been made to start new groups at two week intervals or you can join first group by speeding up your first few sections. The price is \$115. for the year, less 15% for cash in advance; or \$25. enrollment fee, plus \$10. monthly for 9 months. Group enrollments, under an individual leader are acceptable . . . and desirable. The full year's course should make or save you many times its cost.

*For further details . . . or to enroll write*

### **Henry Hoke**

17 East 42nd St., New York 17, N. Y.  
708 Ring Bldg., 18th and M Sts., N.W., Washington 6, D. C.

Had I spent five or six hours "working up" copy for my ad and another five or six hours giving it a "business" polish, it may have brought as many replies—or even more, than did the one I thought up and wrote in the net time it required to two-finger it on the typewriter, but the "Business" polished ad would have brought me "Dear Sir," "Dear Mr. Kinter," and "Gentlemen" letters that would have added nothing to the dollars that accompanied them and the dollars that may come later.

Here are quotes from a few letters I received from people I have never met:

"I'll gamble with you, George. Here's a dollar bill. Maybe you'll add an extra month for cash."

"I didn't have to put my glasses on to read your ad, George, and I'd like to be put on your mailing list."

"George, here's a dollar. I believe you and want to save three cents."

"My eyes hurt, George, after reading your ad, but I'll take a chance. Here's a one buck William."

"You can snap your suspenders again, George. Shoot it along."

"After we got our bifocals adjusted we deciphered your offer — which we accept."

"OK George, we'll take a gamble."

The above are only excerpts. Many of the letters continued on with paragraphs of friendliness that caused me to take time out to write personal replies. To a number of my replies I have already received replies and I look forward to an increased number of "lifts" in my morning mail.

Maybe keeping up correspondence with these new-found friends will

burn up a lot of my time, but the cockles of my heart will be kept warm by the time-consuming fire.

A great need in business is more human letters and their number can be increased by *inviting* them, and this can be done only by making the letters we write human.

Humanizing letters to those to whom we have been writing "Dear Sir," "Dear Mr. —," and "Gentlemen" letters may prove a bit difficult but there is no handicap in starting with human letters at the beginning of new mail contacts. They will produce as much or more business and a heluva lot more pleasure.

### A SURE FIRE MAILING LIST

Ed Jenkins of The Inn at Buck Hill Falls, Pa. reports on an interesting campaign up his way. (Ed, incidentally, is the fellow with those beautiful letterheads and checks which we raved about several times.)

It seems the Monroe County General Hospital is starting a campaign to raise \$1,100,000 for a new hospital. An appeal letter is going out on a special letterhead over the signatures of Richard Crooks and Fred Waring, residents of the Pocono Mountains.

In order to get a sure fire mailing list of people who would naturally be interested in a Monroe County social venture, all of the better hotels in the Pocono region were induced to throw their mailing lists into a general pool. That means the hospital committee

(Continued on Page 30)

### HOWDY FOLKS!

Here I am again, the Old Missouri Mail Order Sage, the Gotham Mailing List Wizard (even my competitors admit it and call me a different name). What a man learns young, he doesn't forget. Send for our recommendations. Register your lists with us. Write today for FREE copy of DREY'S MAILING LIST VISITOR.

**WALTER DREY, List Broker**  
International List Bureau

45 Astor Place, New York 3, N. Y.  
Tel. Gramercy 7-3269

Member National Council of Mailing List Brokers  
Member Ex. Comm. Hundred Million Club

Formerly: Advertising and Promotion Manager, Magazine of Wall Street; Vice-Pres. and Genl. Manager, B. C. Forbes Publ. Co., Inc. Advertising Director, Scientific American; Home Sales Manager, Remington-Rand (Monarch Typewriter Div.).

Prior to 1916, Advtg. Mgr. Drey & Kahn (Glass), Director Perry Dame & Co. (Nat'l. Mail Order), Advt. Mgr. Smith & Kaufmann (Textiles), Pres. A. M. Swayd Co. (Agency).

## CONNELLY Electrically Typewritten LETTERS

Tremendously increase the Pulling Power of your sales messages because these individually-typed letters cannot be distinguished from personally dictated letters . . . yet they cost but a fraction of hand-typed letters.

*Let Them Work for You*

AIR EXPRESS DELIVERY  
WHERE NECESSARY

*Write for samples & prices*

**CONNELLY  
ORGANIZATION, INC.**

304-06 N. Broad Street  
Philadelphia 2, Pa.

### 3 UNUSUAL LISTS

**50,000  
Pleasure Craft Owners**

**15,000  
Work-Boat Operators**

**50,000  
Aircraft Owners**

These are national lists kept up to date with the official registrations of motorboats and aircraft, and they are completely circularized every 60 days by our controlled circulation publication so that addresses are continuously current.

**A 100% male audience of exceptional buying power.**

We address for \$15 per thousand. Brokers protected.

**BOAT & EQUIPMENT NEWS  
AIRCRAFT & EQUIPMENT NEWS**

224 E. 41st St., New York 17

*Opportunity ahead for YOU!*

**ONE-TIME USE OF  
OUTSIDE LISTS OF  
CUSTOMERS OF OTHER  
MAIL ORDER COMPANIES  
will**

- INCREASE YOUR NEW MAIL ORDER CUSTOMERS in VOLUME.
- EXPAND YOUR MAIL ORDER SALES and PROFITS.
- MULTIPLY YOUR SUCCESS.
- TESTED METHOD is checkable every step of way from
- LOW-COST SMALL TESTS to
- LARGE-VOLUME MAILINGS.

MOSELY'S experience in scheduling TENS of MILLIONS of pieces of keyed mail order mail and modern methods will save—and *make*—you a great deal of money.

*Write Dept. R-1 today.*

**MAIL ORDER LIST  
HEADQUARTERS  
MOSELY  
SELECTIVE LIST SERVICE**

38 Newbury Street Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS in  
VOLUME

**SPUR SALES WITH  
\$100,000**

WORTH OF **KNOW-HOW!**  
AT NO EXTRA COST!

Let AHREND's 55 years of achievement in merchandising-by-mail boost business for you! Our top-flight sales engineers, writers, artists, direct mail specialists have won 29 National Awards for AHREND clients in the last 4 years!

**FOR RESULTS, CONSULT THE  
FIRM WITH THE HABIT OF  
SUCCESS!**

**D. H. AHREND CO.**  
*Creative Direct Advertising*

333 E. 44th St., N. Y. 17, MU 4-3411

will be appealing to people regularly visiting the region.

Ed Jenkins thinks this is the first time a group of hotels have gotten together to cooperate on a money raising campaign. It will be interesting to watch the returns received from the 70,000 letters to be mailed.

Last paragraph of a letter from Edward Jenkins, The Buck Hill Falls Inn:

"Let me take this opportunity of again expressing my appreciation for the splendid job you are doing and for your lovely and interesting magazine."

(After his report on hospital campaign.)

### SPIRIT OF THE TIMES

It seems that the Ford Agency of Ralph Horgan, Inc., 1842 Broadway, New York City was "burdened" with a Lincoln Continental last month. Sales Promotion Manager Jerry Freeman looked through his files, selected 20 good names and mailed them each a personally typed letter. Here is the brief copy:

"We have for sale a 1947 Lincoln Continental convertible automobile, in dark blue, for \$5350.00.

"Please let me know if you are

(Continued from Page 25)

women in the mail order field. This house magazine will be devoted to ideas out of past experiences which might be incorporated into the successful campaigns of 1948.

To get longer attention for their Made-to-Measure Tailoring Book, HALPER PUBLISHING COMPANY attach a string loop . . . so that book can be hung on a hook, perhaps for months.

Next month, we'll have many more items . . . from many more people. Don't wait to be asked! Any reader of THE REPORTER who has an interesting, helpful mail order news item should send it to The Round-Table.

Another indication that big mailers are attempting to get away from sameness and copycat-itis . . . is a recent mailing from Thompson & Company, Tampa, Florida. They sell cigars by mail. Inside the carrying envelope an 8½ x 5½ inch blue inter-

interested in buying the car. Very truly yours."

Jerry received three responses within a few days and sold the car to a president of a hotel chain. Walter Winchell returned his letter with this scribbled note on the bottom:

"Did you ever see a 1947 convertible 'caddy' for only \$3725? H-m-m-m-m-m?"

### WHO WROTE THIS LETTER?

The following letter arrived in THE REPORTER offices January 21 on the attractive letterhead of the L. M. Anderson Dental Supply Company (Tampa 1, Florida) :

The World is Divided, Doctor—  
into . . . People who read  
People who write  
People who think  
and  
Radio commentators.

They're all right too, but we'd better stick to the first three classes. In summing up the situation for 1948—

Somewhere we READ that old Father Time should be depicted as the man with the sigh. Just for that we've decided to—

(Continued on Page 31)

office memo form labeled "Be Brief". Multigraphed on form a six line, black ink, message from factory manager telling Tom Timmins (Ad Man) that there's enough special tobacco left from a popular Christmas seller to make up a few more hundred boxes. Below that, multigraphed in red, a nine line selling appeal to "a few preferred customers". Order form on reverse side of memo. Return envelope enclosed. Doesn't follow any of the so-called formulas . . . but we'll bet it worked.

Swift & Company (Union Stock Yards, Chicago 9, Illinois) using mail order technique to introduce new product . . . Swift's Cleanser. Short, punchy four paragraph letter to housewives described new cleaner and introduces two trial certificates enclosed. One for a box free; the other good for 3 boxes at the price of 2. Coupons are numbered. Recipient can get them redeemed by visiting nearest grocery or dealer. Looks like a big test mailing as samples we saw were numbered 70862 and 760083.

Go right ahead and **WRITE** you a little letter every month and prove that prediction to be nothing but pessimism.

Because, Doctor, people who **THINK** know that this year will be pretty much what we make it. Put a little more appeal perhaps, into what we offer — give a little better service—let our prospect know we're interested in **HIM**.

With 144 million people all wanting **SOMETHING all the time**, your share of good Dentistry to be done is what you make it.

As for us, we're here to **HELP YOU**. So call on us soon . . . and often.

Cordially yours,  
L. M. Anderson

Sounds like Jack Carr, doesn't it? Critics of the book **CORDIALLY YOURS** have said that his style couldn't be adapted by other people. But the letter reproduced above was written by Virginia Carasco, who a number of years ago was secretary to "Cordial Contacts" Carr. She has developed into a capable operator in her own right . . . and naturally absorbed some of Jack's style. Her letters have received a number of awards.

## A GOOD EXAMPLE OF CONTINUITY

The National Blank Book Company (Holyoke, Mass.) are engaged in an interesting Direct Mail campaign to 5000 stationery dealers throughout the country.

The campaign is very aptly called "Key to Your Market Mailings." Present campaign consists of four mailings. Each piece is mailed in an 8½ x 11½ inch envelope. Each envelope is printed in a different color with a reproduction of a key ring holding four keys and the slogan "The Keys to Your Markets." Inside envelope for each mailing is a three-wing 8½ x 11 inch folder printed in black and a second color which corresponds to color used on envelope. The key illustration is carried through to the first page of the folder with one key colored to correspond to the color of the particular mailing.

Key No. 1 folder (red) was mailed the last week in August to tie in with September school and college openings and describes entire line of student note books, binders, portfolios, etc. Inserted was a sheet bearing excerpts from speeches made by officials of National Blank Book Company before stationers' convention giving complete description of the scope of the student market.

Key No. 2 (green) was mailed out about the time the commercial market is at its peak and describes the commercial devices offered by the company. There was also an insert of a speech by a national executive.

(Continued on Page 32)

## ATTENTION MANUFACTURERS WHOLESALEERS • DISTRIBUTORS

### SOMETHING NEW—MAILING LIST ON LABELS

NOW YOU CAN GET NEW ACCOUNTS AND INCREASED SALES

with our pre-addressed "MAILING LISTS ON LABELS." Most manufacturers are now using our up-to-date NATION-WIDE MAILING LISTS ON LABELS to reach Retail and Wholesale Outlets, World-wide Exporters, Alert Distributors, Chain Stores and Institutions. These "Lists on Labels" come to you clearly addressed (no carbons). **GUARANTEED PERFORATED** for your quick application to mail promotions. **EASY TO FIX** like a postage stamp—Typewriter or other tool can add to your mailings at one-quarter of the present cost. Choose the buyers who should be informed of your products and put your offerings on their desks. All our lists are guaranteed 100% accurate. **IMMEDIATE DELIVERY ON ALL THESE LISTS:**

Type of List	No. of complete	Type of List	No. of complete
Surplus & Salvage Dealers	(1046) \$3.45	Printers—N. Y. C.	(3307) \$10.91
U. S. General Exporters	(5105) 17.83	Hardware, Wholesale Houses	(513) 3.30
Commission Gen'l Stores	(1582) 6.55	Leading Department Stores	(989) 6.56
Elect. Prods., Whl'srs-Distr.	(529) 8.44	Hospitals, Non-Govt.	(4179) 13.79
Gift Shops	(5682) 18.75	Grocery Whl'srs—U. S. E. States	(1246) 8.46
Child's & Inf'r' Retrns.	(2612) 8.62	Jewelers, WHOLESALE	(2641) 8.72
Army & Navy Stores	(1733) 5.71	Sporting Goods, RETAIL	(3748) 12.37
Jobbers of Dry Goods, Notions	(3821) 12.59	Sporting Goods, WHOLESALE	(925) 3.30
Summer Camps—Supply Buyers	(3850) 12.70	Tcy Wholesalers	(1170) 3.86
Hotels	(14920) 49.03	Ctcl. Stationers, Retail	(2201) 7.26
Indep. 5-1.00 Variety Stores	(2891) 27.38	Cigar & Tob. Dirs., whole.	(2851) 9.40
Colleges	(1844) 6.08		

#### CHAIN STORES—BUYING HQRS:

Chains 5-1.00 Variety Stores	(1440) 4.75	Grce. Chain Buying Hdqrs.	(2190) 7.29
General Mdsr. Chains	(1641) 5.42	Hardware Chain Stores	(750) 3.30
Drug Chain Buyers' Hdqrs.	(1753) 5.79	Auto Supply Chain Stores	(615) 3.30
Jewelry Chains	(715) 3.30	Furniture Chains	(918) 3.30
Wcmen's Specialty Chains	(511) 3.30	Theatrical Chains	(515) 3.30

Guaranteed 100% Accurate. Check with order please, or C. O. D.  
**REACH ALL CO., 141 ATTORNEY ST., Dept. 66, NEW YORK 2, N. Y.**

*your market . . .*

EACH PRODUCT IS AIMED  
AT A MARKET . . .  
... FOR EACH MARKET  
WE HAVE A LIVE LIST

*... our concern*

**WILLA MADDERN**  
LIST BROKER

215 Fourth Ave., New York 3, N. Y.  
Gramercy 3-3440

watch for  
**Wexton's**  
latest survey  
on fighting  
high  
production  
costs . . .

## THE WEXTON CO.

designers of printed promotion

425 West 57 Street

New York 19

Circle 6-9144

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.

### — Active Customer Mailing List — 10,000 Women Mail Order Buyers

These names were carefully selected from our active-customer files. An excellent list of prospects for any type merchandise, service, or product sold by mail. Available for rental at low rate. For full details, write:

GEO. LENHOFF SALES CO.  
Federal Securities Bldg. Lincoln, Nebraska

## MAGIC WORDS

### That Sell by Mail!

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

ARTWIL COMPANY, Advertising  
24-R West 48th St., New York 19, New York  
MEDallion 3-0813



**FREE!** Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for new FREE proofs No. 112. No obligations.

EYE-CATCHERS, Inc. New York 16

Key No. 3 (purple) described the social gift market and was mailed in November.

Key No. 4 featuring catalog cover market was mailed in January.

Returns have been very favorable. Advertising Manager D. C. Hegarty reports to THE REPORTER that the 1948 campaign will be even more complete . . . putting across to the dealers how national sales promotion material, which includes Direct Mail, window displays, newspaper mats,

radio spot announcements, etc., can be tied in to enable the dealer to cash in on the potential markets.

It is good to see these well coordinated campaigns coming along again after a nearly total eclipse during wartime. We think the National Blank Book campaign is an excellent example because it developed an interesting and logical theme and carried it through with an intelligent continuity of design, illustration, color, copy and format.

## STUFFED SHIRT COPYWRITING

Why do folks think they have to make an after-dinner political speech when writing an announcement? Why do folks have to fill their announcements with a lot of we, our and us references?

Here is an example: THE REPORTER recently received a 7 x 10 inch, four page folder printed on expensive paper. The front page bore an excellent and dignified drawing of a sturdy tree. The intriguing lettering read: "A Tree Grows in Philadelphia." On the third page inside was a splendid illustration of the new home of Roth-Buick Company (Pratt, Penn & Griscom Streets, Philadelphia 24, Pa.).

But here is the rub . . . on the second page under the title "From Acorn to Oak" appeared this after-dinner copy.

Over a quarter of a century ago, George H. Roth opened the Roth-Buick agency in a small shop in Frankford.

Behind this opening was an IDEAL . . . the ideal of giving his patrons complete satisfaction rather than merely taking a profit.

Down the years, through the vicissitudes of two world conflicts, that ideal has remained unaltered. The "seeds" of integrity, fairness and courtesy, planted by our founder, have borne fruit. Our friends and our resources have increased beyond our expectations.

## What have YOU got that 150,000 Women haven't got—and WANT?

If it will help them look or feel better, these women buyers are your market! An unusually qualified list.

Also available, 25,000  
NEW MEN'S NAMES

### BONOMO CULTURE INSTITUTE

1841 Broadway att:  
New York 23, N.Y. R. E. Gabel

## AMERICAN BIBLE SOCIETY

uses

**the REPLY-O-LETTER**



**Write to the  
REPLY-O PRODUCTS CO.**  
150 WEST 22nd St., NEW YORK 11

## ENVELOPES

BEST GRADE 24 lb. WHITE WOVE

5000 #6 1/2 (3 1/2 x 6 1/2) Printed c/c @ \$2.75/m  
5000 #10 (4 1/2 x 9 1/2) Printed c/c @ \$4.35/m

**ATOMIC ENVELOPE & PRINTING CO.**  
Designers and Printers of Every Type of Envelope  
125 E. 17th St., N.Y. 3, N.Y. GR. 3-7015

In order that we may still better serve those who favor us with their patronage, we announce the erection of an ultra-modern establishment covering more than two acres . . . which many tell us is the most complete automobile Service and Sales building in Philadelphia. And underlying all this newness, you will find something old-fashioned . . . the sincere desire not merely to sell, but truly to serve.

We shall deem it a privilege to show you around our new Home.

**PIONEER-MOSS** INC

PHOTO-ENGRAVERS SINCE 1872

460 W. 34TH ST., N.Y.C.

MEDALLION 3-0440



# DIRECT MAIL DIRECTORY

LISTINGS ONE DOLLAR A LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING AND MAILING EQUIPMENT

Mailers' Service & Equipment Co., 40 West 15th St., New York 11, N. Y.

### ADDRESSING SERVICE

De Groot and Associates, Inc., 8729-78th St., Woodhaven 21, N. Y.

### ADDRESSING-TRADE

Shapins Typing Service, 68-12 Roosevelt Avenue, Woodside, N. Y.

### ADVERTISING SPECIALTIES

Reply-O Products Company, 150 West 22nd St., New York 11, N. Y.

### The Sawdon Company

480 Lexington Ave., New York 17, N. Y.

### ART & LAYOUT SERVICE

The Wexton Co., 425 West 57th St., New York 19, N. Y.

### DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 44th St., New York 17, N. Y.

### Artwil Company

22 West 48th St., New York 19, N. Y.

### THE EARLE A. BUCKLEY ORGANIZATION

1420 So. Penn Square, Philadelphia 2, Pa.

Will Burgess and Company, 386 Fourth Ave., New York 16, N. Y.

Hickey-Murphy-St. George, Inc., 2 West 56th St., New York 19, N. Y.

Kent Associates, Inc., 30 Irving Place, New York 3, N. Y.

Philip I. Ross Company, 38 East 57th St., New York 22, N. Y.

### DIRECT MAIL TRAINING COURSE

Henry Hoke, 17 East 42nd St., New York 17, N. Y.

### ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N. Y.

### ENVELOPES

Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.

Atomic Envelope and Printing Co., 125 E. 17th St., New York 3, N. Y.

Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.

Sheppard Envelope Company, 1 Envelope Terrace, Worcester 4, Mass.

Tension Envelope Corporation, 345 Hudson St., New York 14, N. Y.

The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio

### LABELS

Eureka Specialty Printing Co., Scranton, Pa.

### LETTER GADGETS

A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.

### MAIL ADVERTISING SERVICES

Advertisers Mailing Service, 915 Broadway, New York 10, N. Y.

The Connally Organization, 304 North Broad St., Philadelphia 2, Pa.

Graphic Letter Service, 62 West 47th St., New York 19, N. Y.

Kent Associates, Inc., 30 Irving Place, New York 3, N. Y.

Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

Woodington Mail Advertising Service, Inc., 240 Suburban Station Bldg., Philadelphia 3, Pa.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads 50c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

### MULTIGRAPHING SUPPLIES

"Plastic-Coated" PROCEL stencils make quality letters so Stygian Black they seem printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type-clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., for free information.

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### VARIYPING

LAUDER BROS. Day and Night Service. Walker 5-7931. 171 Bowery, New York 2, N. Y.

### DIRECT MAIL COUNSEL

DIFFICULT-TO-WRITE SALES LETTERS expertly written by specialist with 17 years experience; unusual background. Write details for estimate. Lester Meyers, Box 246, Murray Hill Sta., N. Y. 16, N. Y.

### FOR SALE

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

MULTIGRAPH #4 AND COMPTOTYPE with Pica and Elite type. Write Beaty Products Co., Keokuk, Iowa.

### HELP WANTED

ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please, Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### ORIGINAL LETTERS

SELL OR RENT: About 40,000 1947 original remittance-letters (6c to \$10), orders, inquiries, etc., from Stamp, Coin, and Hobby folks; 95% adults. Any reasonable offer. Brokers protected. Vernon Baker, Elyria, Ohio.

### MAIL ORDER CONSULTANT

A. Laurence Erickson, 16 West 8th St., New York 11, N. Y.

### MAILING LISTS

Boat & Equipment News, 224 East 41st St., New York 17, N. Y.

Bonomo Culture Institute, 1841 Broadway, New York 23, N. Y.

D-R Special List Bureau, 80 Broad St., Boston 10, Mass.

Walter Drey, 45 Astor Pl., New York 3, N. Y.

Dunhill List Company, 565 Fifth Ave., New York 17, N. Y.

Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N. Y.

Graphic Enterprises, Inc., 232 West 18th St., New York 11, N. Y.

George Lenhoff Sales Co., Federal Securities Bldg., Lincoln 8, Nebraska

Willa Maddern, 215 Fourth Ave., New York 3, N. Y.

J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N. Y.

Mosely Selective List Service, 38 Newbury St., Boston 16, Mass.

Ohio Motor List Company, 410 Market St., Zanesville, Ohio

W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.

Reach All Co., 141 Attorney St., New York 2, N. Y.

### METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Connecticut

### PAPER MANUFACTURERS

The Champion Paper & Fibre Company, Hamilton, Ohio

Hammermill Paper Company, Erie, Pennsylvania

International Paper Company, 220 East 42nd St., New York 17, N. Y.

The Mead Corporation, 230 Park Ave., New York 17, N. Y.

Rising Paper Company, West Springfield, Massachusetts

### PHOTOGRAPHS

Eye Catchers, Inc., 10 East 38th St., New York 16, N. Y.

### PLATES

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

### PRINTERS & LITHOGRAPHERS

Excello Press, Inc., 400 No. Homan Ave., Chicago 24, Ill.

Haynes Lithograph Co., Inc., Silver Spring, Maryland

Edward Stern & Co., Inc., Sixth & Cherry Sts., Philadelphia 6, Penna.

### PRINTING EQUIPMENT

Rapid Roller Company, Federal at 26th St., Chicago, Illinois

### STENCIL ADDRESSING - CUTTING

Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

### THERMOGRAPHERS

Ahrendt, Inc., 333 Sixth Ave., New York 14, N. Y.

### TYPEWRITERS

Vari-Typer, 333 Avenue of the Americas, New York 14, N. Y.

Another Mosely List "SCOOP"!

**NOW! REACH QUICKLY  
BY MAIL 320,000  
RESPONSIVE SPORTSMEN  
MAIL BUYERS**

**M-4248**

**320,000 Active Subscribers,  
Leading Outdoor Magazine**

Red-blooded MEN Mail Buyers, from space and direct mail for most part, of Outdoor Magazine.

Geographical, clean, Speedamaut, Stuffed.

**ANOTHER MOSELY  
EXCLUSIVE LIST**

to bring **YOU** NEW MAIL CUSTOMERS in volume!

Outline **YOUR** Mass Mail Selling Problem TODAY.

**M O S E L Y**

**Selective LIST Service**

38 Newbury St., Boston 16, Mass., U. S. A.

**MAIL ORDER LIST HEADQUARTERS**

**MOSELY Delivers NEW MAIL  
ORDER CUSTOMERS in VOLUME**



• **THE DEPICTOR**, house magazine of Edward Stern & Company, Inc. (Sixth & Cherry Sts., Philadelphia 6, Pa.) is still just about the handsomest house magazine published in the United States. Its very size makes it dominant but that isn't the only reason for its attention-getting power. Every 12-page issue measures 11 x 14 inches. The illustrations (some in full colors) are the finest examples of lithographic art. A sample copy should be in the idea file of every creator of Direct Mail, especially those interested in house magazines.



• **BLOWING OUR OWN HORN** Department: Cash revenue from new subscriptions and renewals to *The Reporter* were larger in December 1947 than for any other month in our ten-year history. (No figure juggling was necessary . . . because we are charging exactly what we charged ten years ago.) Which means that either *The Reporter* is getting better . . . or more people are interested in Direct Mail.



• **WE SEE** that Nation's Business took notice of Abe Mitchell's new "Trick of the Month" plan. Abe is the fellow at 111 West Jackson Blvd., Chicago 4, Illinois, who furnishes gadgets and trick devices for stunt mailings. He always has some new trick up his sleeve or in his pocket. He thinks salesmen can break the ice on some calls by flashing a novel magical stunt. He is now offering a subscription plan whereby the subscriber will receive one new trick (with necessary materials) every month for the period of twelve months, at the rate of \$18 per year. It may sound screwy . . . but it has possibilities. One of the best office equipment salesmen in the country is Jim Farmer of the Coxhead Corporation. Jim has softened many a prospect by his rapid fire demonstration of legerdemain.



• "ELSIE" is now being introduced by Talk-A-Phone Company (1512 S. Pu-

laski Road, Chicago 23, Illinois) . . . by Direct Mail and excellent press releases. "Elsie" is a new model apparatus for inter-communication in the home, business office, factory or the farm. "Elsie" consists of a master unit, one sub-station and fifty feet of cable sold as a package. Easy to install and economical to operate. An informative 12-page catalog describing it in detail is available from the manufacturer.



• **THE LIVES** of poor, hard-working secretaries and artists will now be made less exhausting. The Chicago Wheel & Mfg. Company (1101 West Monroe St., Chicago 7, Illinois) has just announced a new product . . . the HANDEE Electric Eraser. No more hard muscle work. Just pick up the 12 ounce machine, turn the switch and you get pencil point precision. You can even get a foot operated speed control . . . allowing use of both hands in handling the erasing. Isn't life wonderful!



• **IF YOU WANT TO SEE** a superlative example of cooperative advertising between a department store and a manufacturer, try to get a copy of the 20-page, 9 x 12 inch booklet promoting the new Silver Spring, Maryland suburban branch of the Hecht Company department store. Obviously it was produced in cooperation between the Hecht Company and Grand Rapids Store Equipment Company (Grand Rapids 2, Mich.). Beautiful illustrations take the reader on a glamorous trip through a magnificently modernized store. The booklet is splendid pictorially and typographically. It is a relief to feel a thick super-coated paper.



• **WHY DONT MORE** real estate agents use Direct Mail? From Paul Herbold (16559 Ventura Blvd., Encino, California) comes a very excellent example of how it can be done. It is a self-mailer measuring (in the mail) 3 3/4 x 8 1/2 inches. It opens to a full 22 x 17 sheet. Fourteen large and enticing pictures of estates and properties offered are reproduced and described. These circulars go not only to prospects but to other real estate bro-

ers whose cooperation is invited. The Herbold specimen is a fine example of what can be done with pictures and very few words.



• **SPEAKING OF COORDINATION:** The U. S. Plywood Corporation (55 West 44th St., New York 18, N. Y.) is starting a campaign to introduce a new type of weldwood plywood named "Korina." Full page ads in principal architectural, lumber, building, building supply and dealer publications will be supplemented by the mailing of 25,000 brochures to lumber dealers, woodworkers, cabinet shops, fixture companies and architects.



• **SMARTEST NEW YEAR** greeting . . . mailed by Githens-Sohl Corporation (Creative Printers) 203 East 12th Street, New York 3, N. Y. A 4 1/2 x 6" four-page folder. "Flocked" on outside with white nylon threads to simulate snow. Caption "Let's change our gait in '48" ran into design of footprints in snow . . . with slanted figures 48 resembling footprints and die-cut to reveal color underneath. Inside the following appropriate jingle:

The teamwork and the power that  
helped win V-J Day  
Have been sadly shot to pieces in our  
good old U.S.A.  
We've been feudin' and a-fussin' . . .  
that's why Peace has failed to score  
Let's change our gait in '48 and build  
a "Team" once more!



• **OUR OLD FRIEND** R. Reid Vance, Secretary of the Ohio Printers Federation (extremely active in the Graphic Arts Victory Committee during the war), recently won additional and well deserved honors by being elected President of the Ohio Association of Trade Executives.



• **ANOTHER GOOD SLOGAN:** "Be a Wise-Buy." Used on the cover of a four-page folder of the New York Sunday News . . . "America's great mail order and copy testing medium!"

Announcing

Freeport 9-2431

We will put your list on, and furnish genuine Elliott stencils at the amazing low price of \$25.00 per M or .02 per .02 a name. We will address your mailings at \$2.00 per M.

TRADETYPE, INC.  
24 South Grove St. Freeport, N.Y.

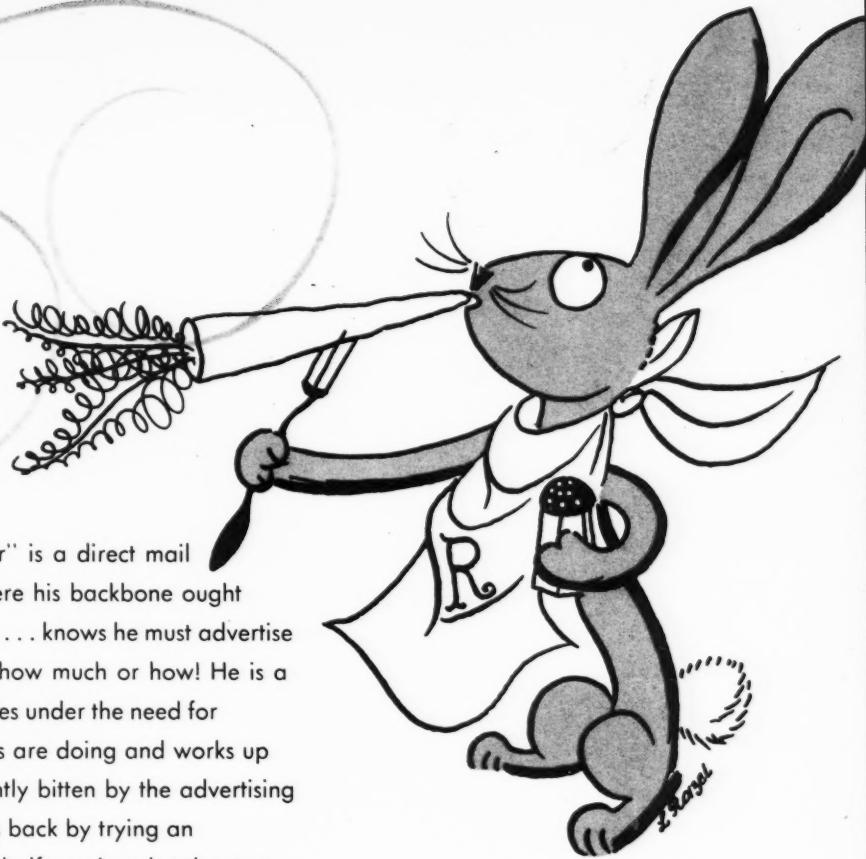




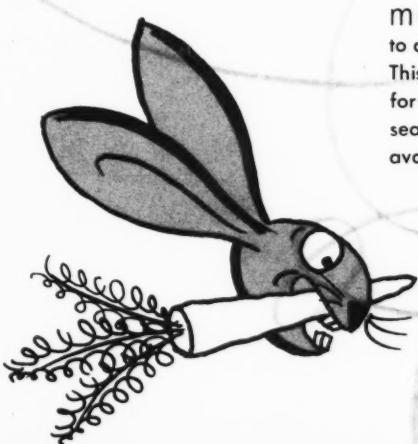
**quit nibbling\***

direct mail advertising

\*Technically speaking—a "nibbler" is a direct mail advertiser with his wishbone where his backbone ought to be. He's the over-cautious type . . . knows he must advertise but doesn't know when, where, how much or how! He is a great expense to himself. He chafes under the need for new business . . . sees what others are doing and works up a healthy appetite. He is frequently bitten by the advertising bug. Just to get even—he nibbles back by trying an occasional sales letter or folder—half convinced at the start that it won't work. He's right . . . it doesn't! In this manner he spends several thousand dollars during the year in hundred buck driblets without worthwhile results. When approached by advertising men he says "you can't tell me anything about direct mail promotion—my business is different!"



**moral:** If you're going to strike . . . strike hard! If you're going to advertise by mail . . . take a healthy bite. It's less expensive! This is the right time to get going on resultful direct advertising efforts for 1948. Facts and figures are yours for the asking . . . and a seasoned service that will make your mail advertising dollar pay off is available at modest cost. Plan for profit now!



**free Upon Request:**  
"Life In An Idea Factory" a useful, informative brochure containing a check list to help you select the jobs you want your mail advertising to accomplish.

**HICKEY · MURPHY · ST. GEORGE, INC.**

Creative Direct Mail Advertising



# LANDS SAKE WHAT WILL THEY THINK OF NEXT!

**A**s the horseless carriage made its first erratic bow and coal oil lamps offered "matchless light", life must have seemed rich indeed.

What a world of difference 50 years have made... especially to the granddaughter of the reader of these clippings shown below. Votes for women; packaged butter and bottled milk in every electric ice box; frozen foods and a washing machine so human it amazes you. The new emancipation... and the new look...

A phenomenal half century! And the power

behind it? Largely distribution. Distribution of ideas... mass distribution of goods. Publicity, promotion... printing. Printing on newsprint, in catalogs, in magazines, on cartons and cases.

How much has all this contributed to what we cherish as the American Way? Who knows, exactly. But as you look at these nostalgic clippings, make your evaluation of what we owe to them and to the avalanche of advertising that followed... and to printing... and to its vehicle, paper. International Paper Company, 220 East 42nd Street, New York 17, N. Y.

*Clippings from The Ladies' Home Journal, December, 1890; Scientific American, August, 1898.*

**AGENTS WANTED!**

**COMMON SENSE BROOM HOLDER**  
NOTHING LIKE IT.  
Sample mailed on receipt of 15c.  
Over 100,000 sold.  
Holds a wet broom from rotting. Days and  
years can never be doubled their  
money seems them. We stamp for  
terms. 14 Holders sent prepaid on receipt of \$1.00  
SPRING GUN CO., Bassett, Pa.

**LATEST IMPROVED Western Washer.**  
This is no snare, but is a first-class  
article. If not what you want,  
your money will be returned.  
IT WILL  
SAVE YOU LABOR  
AND TIME.  
**Agents Wanted**  
EVERYWHERE.  
Write for  
particulars,  
and mention  
THE LADIES'  
HOME  
JOURNAL.  
THE HORTON MFG. CO., Ft. Wayne, Ind.

**10 CENTS FOR A 3 Months' Trial**  
**THE HOME QUEEN**  
Now in its Sixth Year.  
A paper you are SURE TO  
READ if you once read it.  
Full of WOMEN'S TALK  
and things which every  
woman wants to know.  
Recipes, Dress-Making,  
Knitting, Fancy Work,  
HOME FURNISHING,  
SHORT STORIES,  
Mother's, Children's,  
Health, and Housekeepers'  
Plain, Practical, CLEAR.  
Not an objectionable line  
advertisements.

**The Rochester Lamp.**  
Perfect in Construction.  
Artistic in Design.  
Matchless in Its Light.  
A good lamp is simple; when it is not simple it is  
good. "The Rochester" is made in three pieces only  
and a written guarantee goes with every lamp.  
for the lamp, and the guarantee. We have 2,000  
varieties. If the lamp dealer hasn't the genuine  
Rochester, and the style you want, send to us for  
illustrated catalogue (and reduced price-list), and we  
will box and send you any lamp safely by express.  
ROCHESTER LAMP CO.,  
42 Park Place, New York

**LADIES' BOOTS**  
ONLY \$2.00  
Retail everywhere for  
Sizes, 2½ to 8, B.  
and E/F widths.  
these Boots in either  
Goat, Postal  
or red  
Send list.  
CONSUMERS BOOT & SHOE CO., Box 3305, Boston

**Better than Horse or Bicycle.**  
One of the most delightful of modern  
possessions is a motor carriage. No danger of  
overworking, or of its bolting.  
**The Winton**  
**Motor Carriage**  
is in every respect a  
well-built, comfortable  
carriage. It is of pleasing  
design, finished in  
Brown or Green, with  
tender cushions, and  
nickel trimmings.  
Driving is a pleasure.  
convenient. Single hy-  
draulic brakes. Price  
\$1,000. No Agents.  
driven motor. Speed from 3 to 10 miles per  
hour. Driver's option. Suspension. Wire wheels, pneu-  
matic tires. Ball Bearings. Price list and free on application.  
WINTON MOTOR CARriage CO., Cleveland, Ohio

## INTERNATIONAL PAPERS

*For Printing and Converting*



L